

LIFE

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JULY 14, 1958

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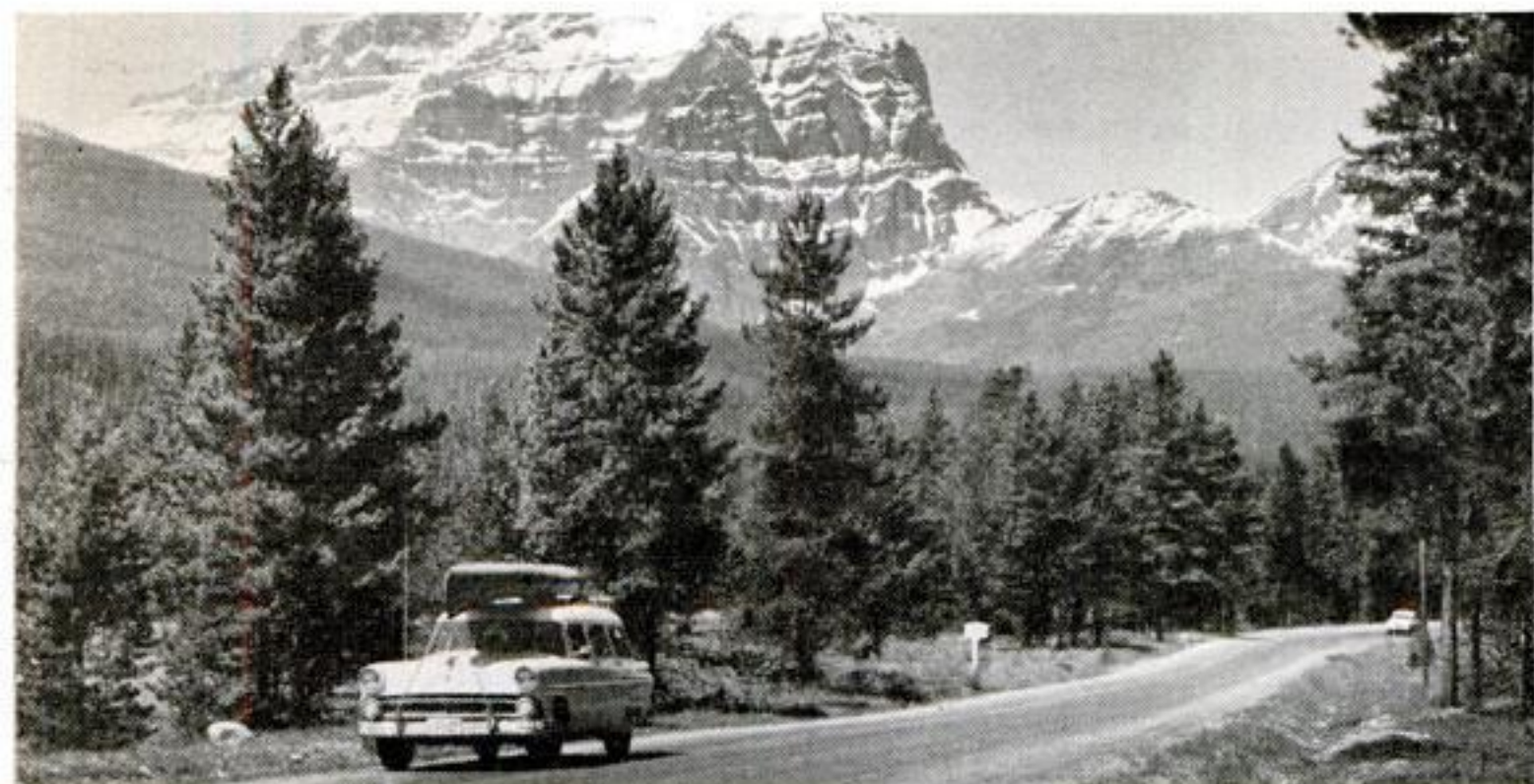
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EXCITING NEW VISTAS OF PIONEERING DREAM

Up and down the Western Hemisphere last week there was news of exciting vistas—new lands, new waterways and new areas of human knowledge. It ranged from Alaska to Brazil, from the St. Lawrence River to rich U.S. wheat fields, where the pioneering dream is again coming true, and it literally shaped this issue of LIFE.

Alaska won a 42-year battle for congressional approval of its admission to the Union. As Alaska celebrated, LIFE shows the jubilant spirit and immense resources that will make it a strapping 49th state (p. 24).



ALASKAN CELEBRATOR

The American farmer, after years of drought and lowering income, is reaping the richest harvest in years and what may be the largest winter wheat crop in all U.S. history. LIFE visits Farmer Paul Horsch, father of 13, on his place near Wellington, Kan., and shows in color the golden fields and sleek cattle (p. 90).



FARMER'S RICH CROP

One of the visionary engineering works of modern times, the St. Lawrence Seaway, took its biggest remaining step forward in a huge explosion that opened a new channel for deep draft traffic in the St. Lawrence River. It created a 100-square-mile lake behind a new power dam on the Ontario-New York border. LIFE's pictures show the explosion and its result (p. 101). By the early 1960s the work is expected to open up a 2,342-mile waterway from the Atlantic Ocean to Duluth, Minn.



ST. LAWRENCE CUT LOOSE

In the field of human knowledge, surgeons are developing new ways to transplant human organs and thereby keep dying people alive and sick people well. In a special article for LIFE (p. 104) Leonard Engel describes this startling field of human reconstruction through which surgeons may soon be able to replace diseased livers with well ones, equip amputees with new hands and feet and even exchange strong hearts for weak.



TRANSPLANTING KIDNEY

Finally, in Brazil, a pioneering project of sizable proportions came to fruition. That country's new capital city Brasilia—abuilding for two years and literally hewn out of wilderness—was dedicated last week by President Juscelino Kubitschek with a prayer, a christening and a wedding (p. 121). Deep inside the hinterland, far from Brazil's coastal cities, construction on Brasilia was begun by airlift before it even had a road. Remote as it is it will serve as an incentive in the pressing task of developing Brazil's rich interior.



BAPTISM IN BRASILIA

COVER

Clarence Krigbaum, who like other farmers is having a banner year, pauses near Hobart, Okla. with a good cigar in his mouth to inspect a wheat field (see pp. 90-97)

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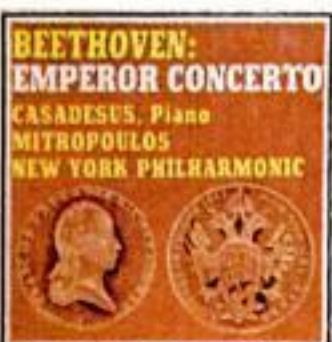
20. Suave arrangements of Fascinating Rhythm, Embraceable You, Somebody Loves Me, Liza, 10 more



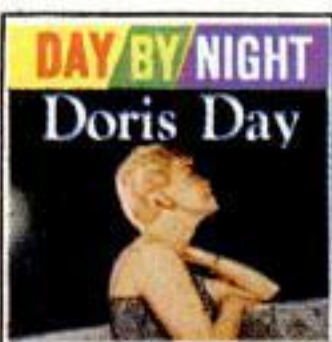
9. A real hi-fi thriller. Six stirring overtures and marches — performed with gusto and zest!



14. Complete score! The Rain in Spain, You Did It, I Could Have Danced All Night, Show Me, etc.



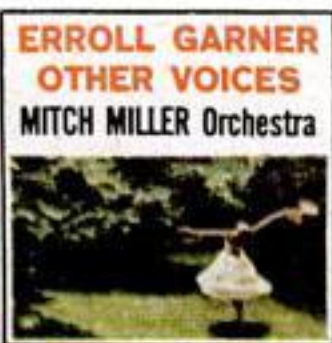
1. The intense drama and deep sentiment of this majestic work are here fully realized



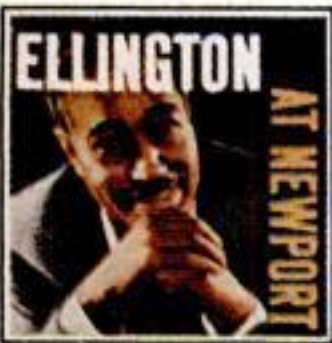
2. Doris Day sings I See Your Face Before Me, Stars Fell on Alabama, Moonlight — 9 more



5. Here's Sinatra singing Blue Skies, The Nearness of You, Full Moon and Empty Arms — 9 more



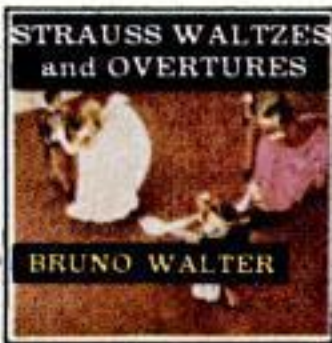
8. The great jazz pianist — this time with full orchestral background — plays ten numbers



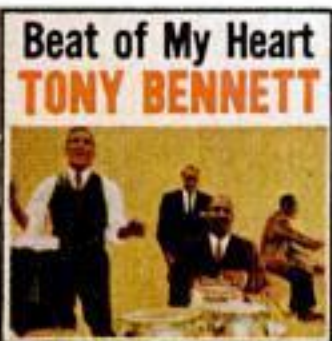
10. The Duke and his orchestra reach new heights as they play Newport Up, Jeep's Blues, 4 others



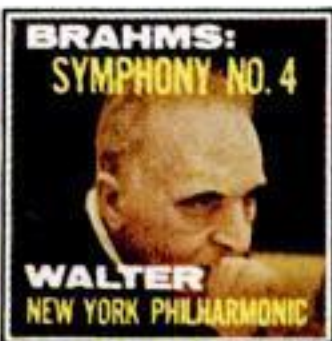
19. 43 major hits for listening and dancing — played in the inimitable smooth Lester Lanin style



26. Emperor Waltz, Blue Danube, Vienna Life, Gypsy Baron Overture, Die Fledermaus Overture, etc.



22. Tony with a new and different beat! Let's Begin, Lullaby of Broadway, Lazy Afternoon, 9 more



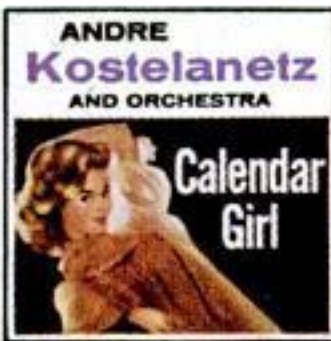
23. Brahms' greatest interpreter — in the most widely-acclaimed performance of this work



16. An even dozen of Frankie's greatest — Jezebel, Jealousy, High Noon, I Believe, Granada, etc.



15. Breathtaking virtuoso performances of two of the most colorful violin concertos ever composed



12. "America's Leading Man of Music" and orchestra. Sweet Lullaby, Stella by Starlight, Laura, 9 more



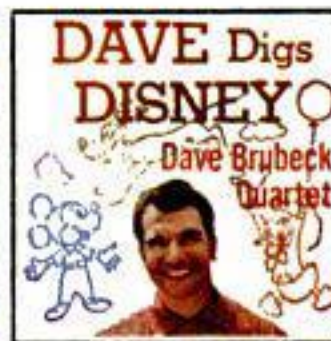
27. "The World's Greatest Orchestra" plays four concert favorites. Brilliant high fidelity



11. The 12 numbers include After the Ball is Over, The Whiffenpoof Song, Love's Old Sweet Song



18. Duchin plays The Man I Love, April Showers, Am I Blue?, Stardust, Blue Room, Brazil, 9 others



24. Dave and the boys work over six Disney tunes — Give a Little Whistle, Heigh-Ho, One Song, etc.



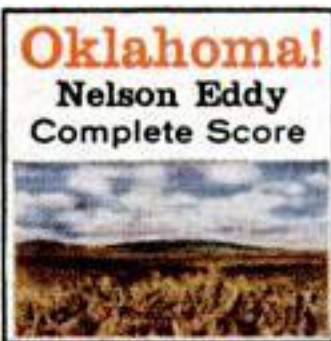
17. Europe's famed chamber orchestra exquisitely perform this portrayal of the four seasons



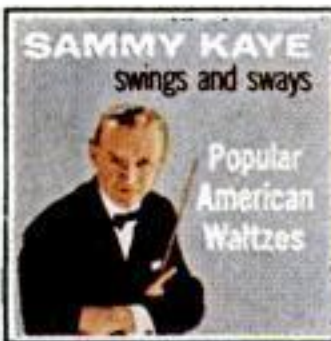
29. 13 Jazz Greats perform Honeysuckle Rose, Laura, Perdido, Ain't Misbehavin', The Shrike, etc.



21. Tchaikovsky's Serenade; Barber's Adagio; Vaughn Williams' Greensleeves; Borodin's Nocturne



25. Rodgers & Hammerstein's fabulous hit. The complete score with Nelson Eddy as Curly



32. Let Me Call You Sweetheart, Alice Blue Gown, Tennessee Waltz, Diane, Remember — 15 in all



30. Taking a Chance on Love, Makin' Whoopee, Wrap Your Troubles in Dreams, Side by Side, 8 more



28. Smooth dance arrangements of No Moon at All, Bidin' My Time, Came the Dawn, 9 more



13. Mendelssohn's delightful Overture and incidental music — and Schubert's lyrical masterpiece



31. Cugat's 12 greatest hits — Brazil, Besame Mucho, Tico-Tico, Jalousie, La Cumparsita, etc.

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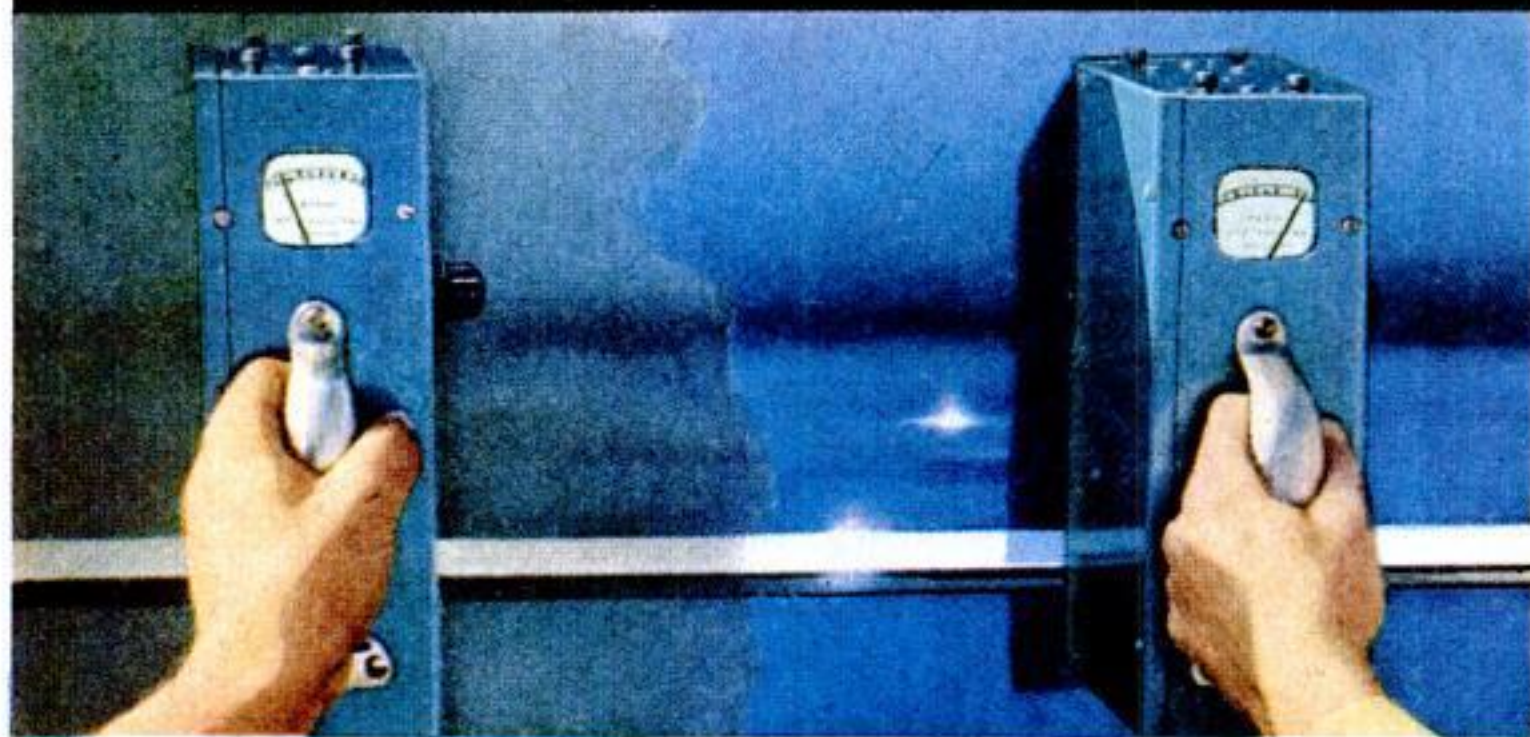
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|---|---------------------------------------|
| 1. Beethoven: Emperor Concerto | 16. Frankie Laine—Command Performance |
| 2. Doris Day—Day By Night | 17. Vivaldi: The Seasons |
| 3. Johnny Mathis' Greatest Hits | 18. Eddy Duchin Story |
| 4. South Pacific—Original Broadway Cast | 19. Lester Lanin at the Tiffany Ball |
| 5. Frank Sinatra—That Old Feeling | 20. Percy Faith—Gershwin Hits |
| 6. Dvorak: New World Symphony | 21. Strings of Philadelphia Orchestra |
| 7. 'S Marvelous—Ray Conniff | 22. Tony Bennett—Beat of My Heart |
| 8. Erroll Garner—Other Voices | 23. Brahms: Symphony No. 4 |
| 9. Rossini: William Tell Overture, etc. | 24. Dave Brubeck Digs Disney |
| 10. Ellington at Newport | 25. Oklahoma! |
| 11. Norman Luboff Choir—Just a Song | 26. Strauss Waltzes and Overtures |
| 12. Andre Kostelanetz—Calendar Girl | 27. Finlandia, etc. |
| 13. Schubert: "Unfinished" Symphony; Mendelssohn: Midsummer Night's Dream | 28. Les and Larry Elgart |
| 14. My Fair Lady—Original Broadway Cast | 29. \$64,000 Jazz |
| 15. Paganini and Saint-Saens Violin Concertos | 30. Four Lads—On The Sunny Side |
| | 31. Cugat Cavalcade |
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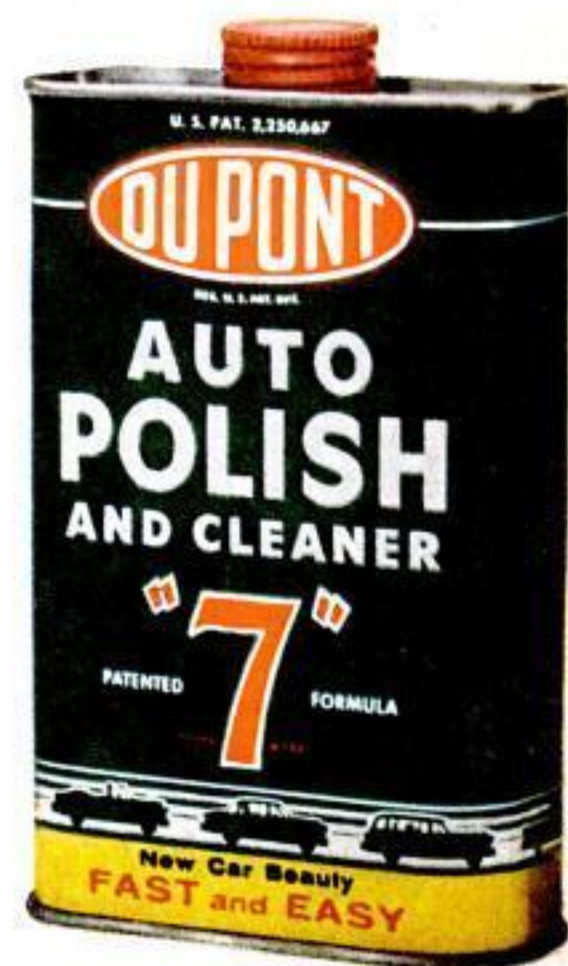


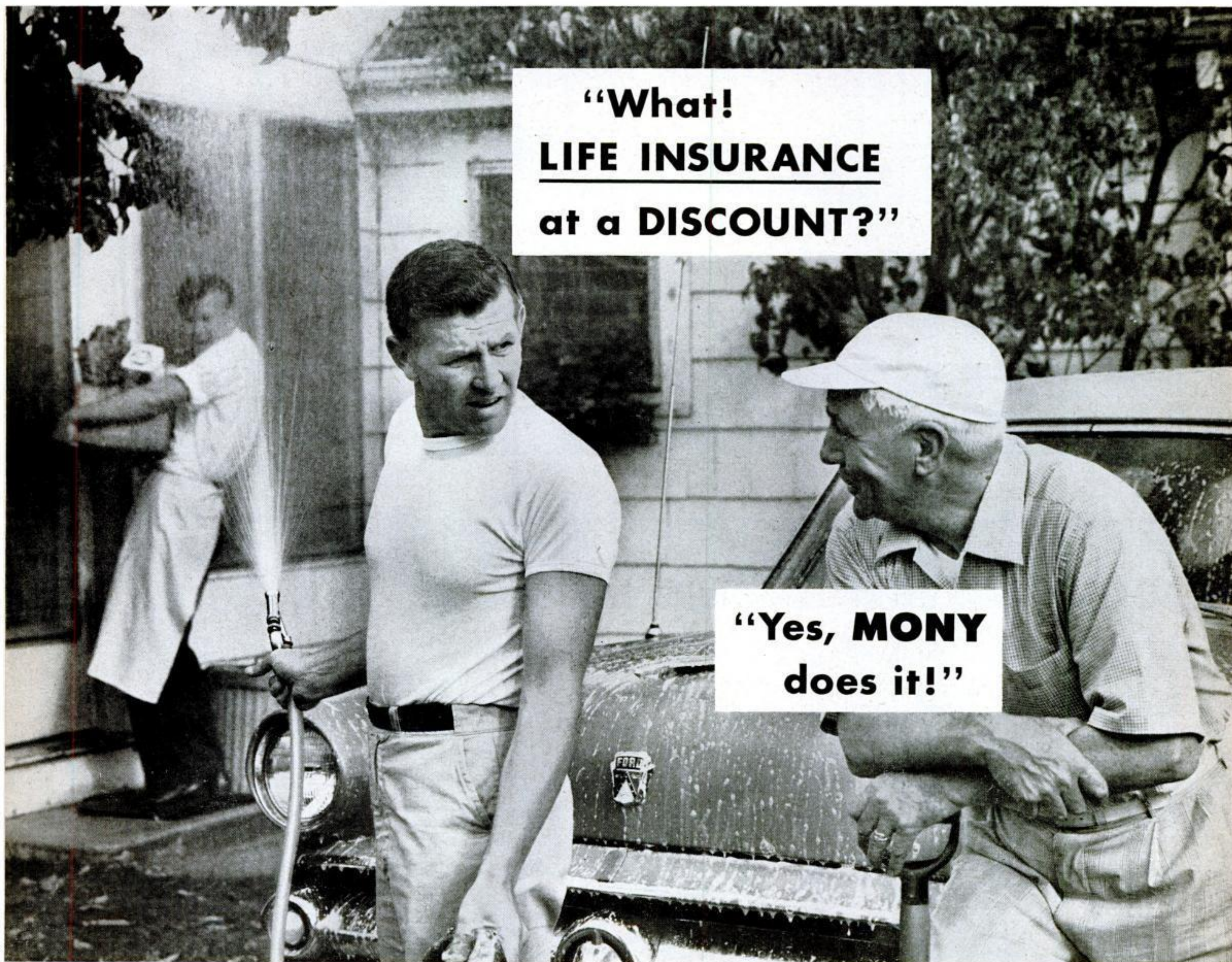
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15,000	2.00	300.00	600.00
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2. STOKOWSKI. The most celebrated living conductor performs the outstanding landmarks of his career—works by Bach, Debussy, Strauss, Sibelius.
12. RAY ANTHONY. "Cheek to cheek" music... when that special one is in your arms. This Love of Mine, Embraceable You, September Song, 9 others.
20. MISTY MISS CHRISTY. June Christy sings 12 songs in the mood of candlelight, flowers and hand-holding. For All We Know, Dearly Beloved, others.
15. FAVORITE CLASSICS FOR PIANO. Virtuoso Leonard Pennario plays scintillating selections by Liszt, Rachmaninoff, Chopin, Debussy, Strauss.
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19. DUKE ELLINGTON. The Duke plays his own jazz compositions—as only he can! Prelude to a Kiss, Passion Flower, In a Sentimental Mood, others.
28. MANHATTAN TOWER. Gordon Jenkins conducts an expanded version of his classic love song to New York, with new songs, scenes and musical interludes.
40. NOCTURNE. Sumptuous sound by Carmen Dragon and the Hollywood Bowl Symp. Orch. Grieg's Nocturne, Schubert's Serenade, Debussy's Reverie, Wagner's Evening Star, etc.
22. STEPHEN FOSTER. Here's music your whole family will love, today and forever! Old favorites, given new beauty by the Roger Wagner Chorale.
7. FRANK SINATRA reveals every side of his remarkable personality—torchy, mellow, rhythmic, amorous—in this magical album of 12 all-time hits.
39. DEAN MARTIN croons easy-to-listen-to songs about the Pretty Baby, a fellow loves best. I Don't Know Why, Maybe, Easy to Remember, 9 others.
42. HEY... LET YOURSELF GO! Here's Nelson Riddle with music to "live a little". You're an Old Smoother, Darn That Dream, 10 more.
11. TENNESSEE ERNIE. Twelve sacred songs by a beloved singer—to bring you peace and comfort... to warm your heart and revive cherished memories. Rock of Ages, Old Rugged Cross, etc.
30. BRAHMS' VIOLIN CONCERTO in D Major. A thrilling new high-fidelity performance by virtuoso Nathan Milstein, Pittsburgh Symphony under Steinberg.
23. HARRY JAMES. The fabulous man with the horn leads his orchestra through a glittering collection of his all-time best-selling hit numbers.
44. VOICE OF THE XTABAY. Yma Sumac, the fabulous Incan Princess sings the songs of the high Andes in a voice that comes "once in a generation!"
1. GERSHWIN. His two most famous compositions—Rhapsody in Blue and An American in Paris. Leonard Pennario with the Hollywood Bowl Symphony.
21. GEORGE SHEARING brings you ten lovely, shimmering tunes for sharing with the one you love best. Autumn Leaves, Starlit Hour, A Foggy Day, etc.
38. GORDON MACRAE sings 18 romantic "Operetta Favorites" from The Student Prince, Naughty Marietta, Red Mill, Desert Song, Roberta, Merry Widow.
41. ALL THROUGH THE NIGHT. Fred Waring and the Pennsylvanians. A hi-fi showpiece! Autumn Leaves, Tennessee Waltz, 10 others.
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But hurry to get your three FREE albums right now! One is a free gift in return for your agreement to buy four selections from the Club during the next 12 months—the other two are Bonus Albums which you will earn by purchasing your second and fourth albums (at the rate of at least one every three months), but which are given to you now, in advance.

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- ☐ 15. FAVORITE CLASSICS FOR PIANO
- ☐ 18. LES AND MARY
- ☐ 10. NAT "KING" COLE
- ☐ 19. DUKE ELLINGTON
- ☐ 28. MANHATTAN TOWER
- ☐ 40. NOCTURNE
- ☐ 22. STEPHEN FOSTER
- ☐ 7. FRANK SINATRA
- ☐ 39. DEAN MARTIN
- ☐ 42. HEY... LET YOURSELF GO!
- ☐ 11. TENNESSEE ERNIE
- ☐ 30. BRAHMS' VIOLIN CONCERTO
- ☐ 23. HARRY JAMES
- ☐ 44. VOICE OF THE XTABAY
- ☐ 1. GERSHWIN
- ☐ 21. GEORGE SHEARING
- ☐ 36. GORDON MACRAE
- ☐ 41. ALL THROUGH THE NIGHT
- ☐ 6. STAN KENTON IN HI-FI
- ☐ 8. SCHEHERAZADE

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You will send me FREE each month the handsomely illustrated Record Review magazine, describing the forthcoming record album releases of each division. You will also send me a printed form each month so that I may notify you whenever I do not wish the forthcoming selection of my division, but prefer some other record, or do not want any record at all.

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½-lb. cottage cheese
Tokay grapes
Greens

1 cup Hellmann's
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1 tsp. grated orange rind
½ tsp. lemon juice

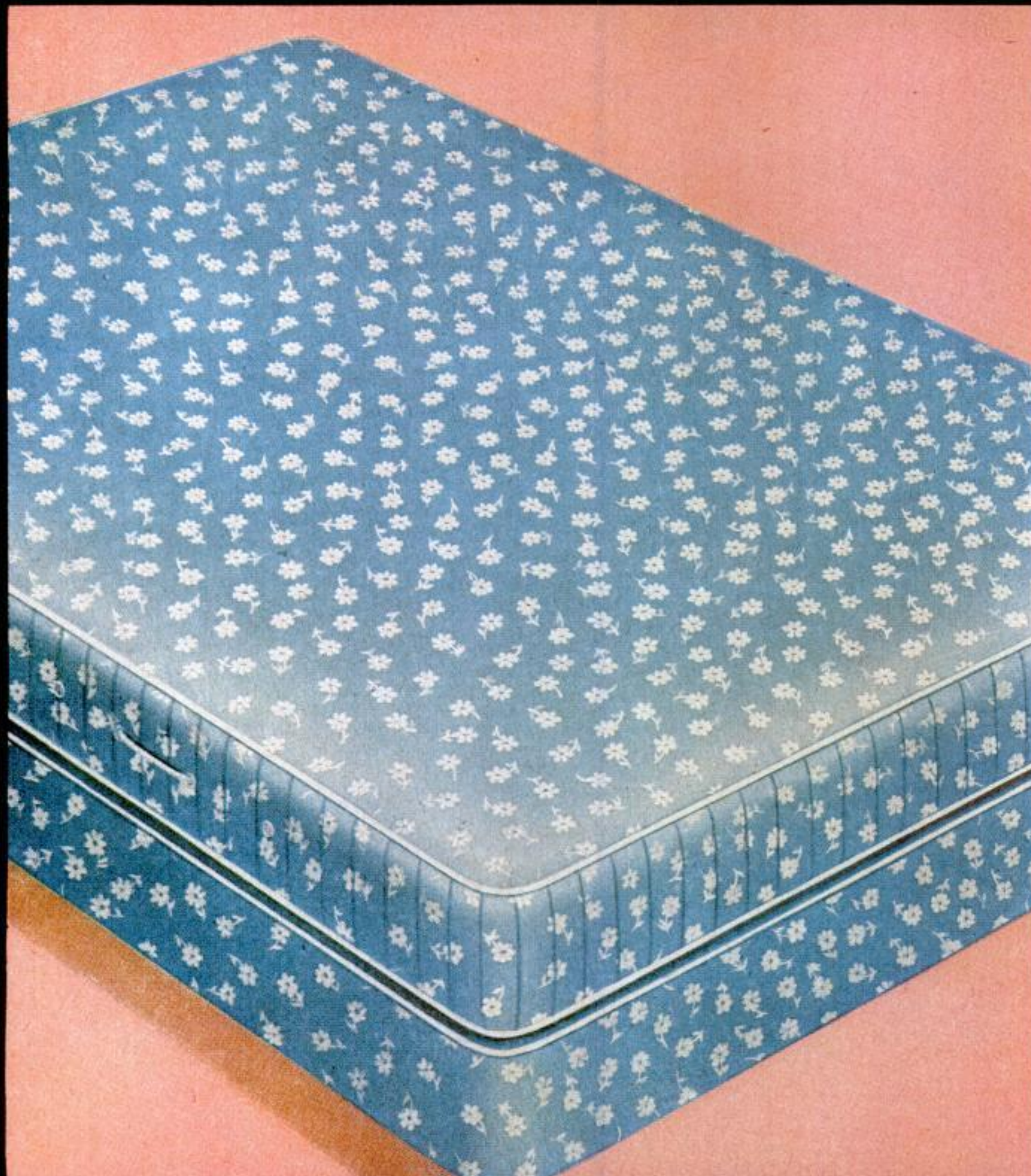
Fill pear halves with cottage cheese, arrange on greens and garnish with seeded grape halves. Serve with creamy-smooth Hellmann's, just as it comes

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Biggest Bridge in Vast

To bind Michigan's upper and lower peninsulas, divided by the four-mile-wide Mackinac Straits, the world's longest suspension bridge was needed. And an ingenious photographic technique was required to show the Mackinac Bridge's scale against its enormous vista. A perpetual haze makes a clear aerial picture very

difficult to get. For the bridge's dedication last month Photographer Tony Spina loaded his 140° panoramic camera with film sensitive to haze-piercing infrared light to register the crisp and magnificent image above.

The picture, which looks north, shows an area 30 miles wide and 60 miles deep. From



Panorama

Mackinaw City (*right foreground*) in the lower peninsula an over-water ramp leads to the nearly two-mile-long suspension span. The far ramp descends to St. Ignace and the forested, lake-dotted upper peninsula. Lake Huron is at right. Two million vehicles a year are expected to cross here to the long-isolated upper peninsula.



BRIDGE SITE is located at northern juncture of Lakes Michigan and Huron, 54 miles from Canada.

LETTERS TO THE EDITORS

STEBENVILLE, OHIO

Sirs:

In publishing "Stebenville, Ohio Meets the World" (LIFE, June 23) you certainly performed an invaluable public service.

If United States national interest is going to be furthered in the field of trade policy, grass roots support for a truly liberal policy must be forthcoming. It will not be forthcoming until the public understands why such a policy is in its best interest.

WILLIAM B. KELLY JR.

Medford, Mass.

Sirs:

Congratulations on an excellent article. You have converted at least one formerly indifferent citizen into a firm believer in reciprocal trade.

RONALD J. HURTA

Elmwood Park, Ill.

Sirs:

Foreign manufacturers tailor their wares to our markets, while we make little attempt to study theirs.

There must be a few American manufacturers who remember how to make durable, simple and inexpensive products which would find favor abroad. They might even find a few customers here at home.

AUSTIN R. BAER

New York, N.Y.

Sirs:

I doubt whether 5% of our population inhabits "rows of faded frame houses," as you say. We're very proud of our modern and attractive residential districts, our park and playground system, our very well-supported churches and our excellent schools, none of which were mentioned.

MONE ANATHAN JR.

Stebenville, Ohio

Sirs:

How in the name of common sense can an American industry, whose labor costs constitute 65% of its selling price, compete with a foreign industry when American wages are as much as eight times the hourly wage rate paid abroad?

Why not adjust our tariff policy to the foreign wage level? As they get their wages up to anything approaching our wage level let us then reduce our no longer needed protection. American manufacturers are not afraid to compete with Japanese or other foreign competitors if they pay anything near our wage rates.

JOSEPH H. COURTNEY

Morgantown, W. Va.

Sirs:

The article was concluded with this strong statement by William Welday of the Ohio Power Co.: "The answer to foreign competition is not in a sheltered economic climate. The free world and the friendship of Japan are a damn sight more important to me than protecting a few factories."

I suppose there is no immediate danger of Japan's running a low-cost power line to Ohio.

DAVID MORGAN

Rochester, N.Y.

PUFFIN ON THE PROWL

Sirs:

Your article on puffins was amusing, but it was not on northern Pacific islands that the puffin achieved its fame ("Puffin on the Prowl for Prey," LIFE, June 23).

In 1925 a wealthy Englishman, Martin Harman, purchased the tiny three-mile-long island of Lundy in the

Bristol Channel off the coast of England. Since he was the owner of this island, Mr. Harman apparently had a thought: "Why shouldn't I also be king?" He proceeded to coin money and issue postage stamps. The stamps and coins bore a picture of the puffin, which inhabits the island in great numbers.



PUFFIN STAMP

All went quite well with the Lilliputian kingdom until 1931 when the British government got wind of what was going on. Chap coining money? Bears looking into! "King" Harman was summoned to court and charged with unlawfully coining money.

"Who is sovereign of Lundy?" asked the judge.

"I am!" stated Mr. Harman. "And as sovereign of Lundy I coined puffins and half-puffins as I have a right to do."

But the court took a dim view of His Majesty's regal pretensions. King Harman was fined five pounds and was ordered to relinquish his royal prerogatives.

STEVE WALTER

Bamberg, S.C.

GOLDEN YEARS AT HEMPSTEAD HIGH

Sirs:

Congratulations on your timely, zestful "Golden Years at Hempstead High" (LIFE, June 23). The vivid record refreshes this oldster's (1923) happy memories of Hempstead High.

RENWICK HURRY

New York, N.Y.

Sirs:

The picture of "Pop" Hayes was great. I can remember him in that pose with the yardstick in his hand. If it weren't for his loud tones, I'm sure that I and many others would never have made it through intermediate algebra. Bless his heart, I know that all his students remember his determination to teach them.

Thank you for bringing back my happy high school days.

REGINA LINDBECK BEATTY

Lake George, N.Y.

Sirs:

For 10 years now I have used LIFE's layout techniques as a guide for editors of college yearbooks. Then lo and behold you do a yearbook layout and do all the things I try to get the students to forget, like tipping pictures, changing color on every page, using small pictures, etc. Already several have pointed to this type of layout as a sample of what they would like to use. How am I going to get them back to the standard layout?

DONALD F. QUIGLEY

Coxsackie, N.Y.

Sirs:

The terrific pictures and layouts you had in Hempstead's senior yearbook typify the dream of an editor for her yearbook. Your many excellent ideas only gave me more of a push toward making West Covina High's '59 yearbook tops.

PETTY VAN REKOM

West Covina, Calif.

ADAMS AND THE LEVEL OF PRINCIPLE

Sirs:

I partially agree with your editorial on Sherman Adams ("Adams and the Level of Principle," LIFE, June 23). Eisenhower should ask for his resignation.

However I fail to see how the consequences should be regrettable for anyone save Adams. While Dwight Eisenhower has been golfing in Georgia, Adams has been running the country. And he has not been running it very well.

Z. FELD GAIBEL

Chicago, Ill.

Sirs:

Why does the President insist on keeping Sherman Adams? In 1952 Eisenhower said that if anyone in his Administration acted in an imprudent manner that that person no matter what position he held would be dismissed. Has the President forgotten his own rules?

ALAN GERSHMAN

Culver City, Calif.

Sirs:

Why convict Sherman Adams while the facts are clouded and incomplete? The entire issue is being tainted by acrid remnants of McCarthyism. A man is innocent until proved guilty.

RICHARD J. HORNER

Marlton, N.J.

Sirs:

In 1778 John Adams was sent to Paris to check up on the charge that Benjamin Franklin was squandering money. Adams found Franklin living rent free in a house owned by a Frenchman who was profiting from his association with Franklin. Adams set things straight and saw to it that rent—6,000 livres a year—was paid.

Now we find another Adams who stayed rent free in rooms the hotel calls "The Franklin Suite!"

MRS. KATHARINE KELLOCK

Washington, D.C.

THE TROUBLE WITH BEING ELFRIDA

Sirs:

In "The Trouble with Being Elfrida" (LIFE, June 23) LIFE failed to reach 21 by misidentifying the lady on the far right of the closing picture as Elfrida's stepmother. The lady is Dr. Vera Rubin of Columbia University.

TED SHAMIE

New York, N.Y.

MISCELLANY

Sirs:

Noticed your back page featuring two persons who looked like they had lost their heads ("A Double No-Header," LIFE, June 23).

Headless men may become a familiar sight now that electronic brains are taking over.

As a further example of headless people here is a shot I took of a sailor who lost his head. He too was taking a picture, head down over his camera, of the couple seen between his legs.

FRITZ NEUGASS

New York, N.Y.



NO-HEADER

BACK TO BLACK FOR LEGGY LOOK

Sirs:

I adore Designer Herbert Levine's black stocking-shoes, so utterly attached to each other that if a run occurs the stocking-shoes have to be sent back for re-treads ("Back to Black for Leggy Look," LIFE, June 23). But one question: how do you clean them? By simply tossing them in the washing machine?

MRS. BENJAMIN SCHEININ

Baltimore, Md.

● Owners of stocking-shoes wear nylons underneath. After two or three wearings they hand-wash just the stocking parts.—ED.

Sirs:

Q. Do you know what happens to girls who wear black cotton stockings?

A. Nothing.

DOROTHY M. ALEXANDER

Denver, Colo.

LIFE

540 N. Michigan Avenue, Chicago 11, Illinois

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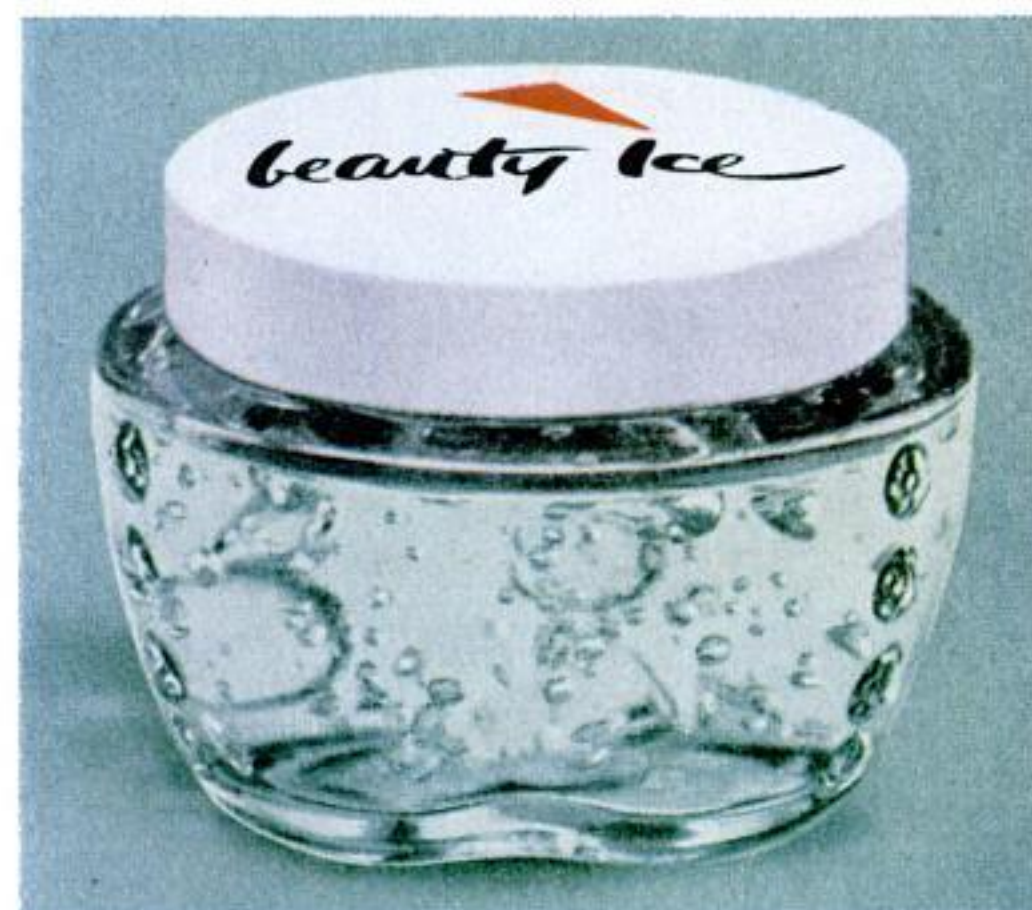


BE COOL . . . BE BEAUTIFUL . . . USE BEAUTY ICE*

...it's like bathing your face in champagne!

Don't *smother* your skin with hot, heavy lotions and creams. Cool, sparkling-bright Beauty Ice does *radiant* things to your complexion! Works as a miraculous moisturizer to soften and smooth your skin. Works as an astringent to tone, refine pores. Restores young *dewiness* to your face. It's a beauty product unlike any you've ever known before. Not a liquid, not a cream, but a shimmering, blue-green "solid moisture". Refresh and revive with Beauty Ice—have this champagne *look*, this champagne *feeling* all through the sultry Summer! 1.50 plus tax

New, new DESERT FLOWER
beauty ice
 by SHULTON



THE ONLY MOISTURIZER THAT REFINES PORES!

AT LEADING DEPARTMENT AND DRUG STORES

*TRADEMARK



ONCE AGAIN KRAFT MAKES AN IMPORTANT IMPROVEMENT IN MARGARINE FLAVOR!

NEW SWEET CHILLED PARKAY

Discover the wonderful change in Parkay Margarine! Each package of New Parkay is *sweet chilled* as soon as the handy sticks are molded and wrapped. The delightful flavor of Kraft's Sweet Chilled Parkay stays uniform in quality week after week. You'll enjoy Parkay's delectable taste. You'll like the way it spreads smoothly even when ice cold. Your grocer has New Sweet Chilled Parkay. Try it soon.

NEW!

MEN! HERE'S REVLON'S AMAZING SUMMER PROTECTION FOR YOUR HAIR!

Keeps your hair in place around-the-clock
Moisturizes your scalp to stop dryness...fight dandruff!



©REVLON, INC., 1958

Your hair is "under fire" all summer...protect it now!

► This is it! The hair dressing formula you've needed every summer... but never had before! This unique formula can't be found in another men's hair dressing. ► It's a *moisturizing formula* that fights off the sun's drying action. Checks dryness, flakiness, fights dandruff every second. ► TOP BRASS gives your hair a rich, natural look... even adds "body" to thinning hair. It's great!

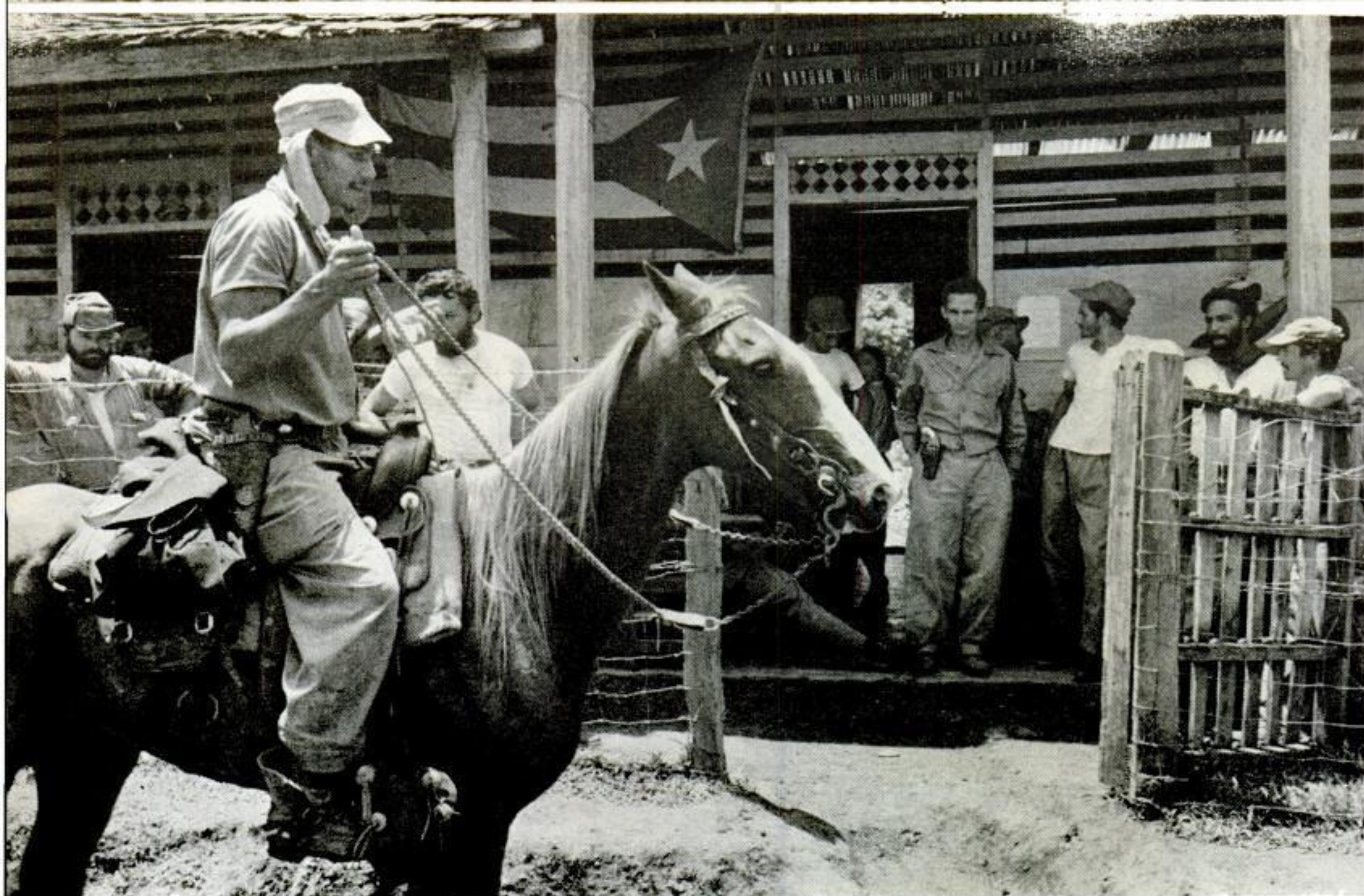


It's Medicated!

100% non-greasy! non-sticky!...

'TOP BRASS'

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A PISTOL-PACKING MOUNTED MESSENGER PULLS UP AT THE REBELS' SECRET HEADQUARTERS CAMP

AN EXCLUSIVE REPORT: THE CAPTIVES IN CUBA

PHOTOGRAPHED FOR LIFE BY GEORGE SKADDING

In one of the most extraordinary pieces of ef-
frontery that Americans have probably ever
encountered, the ragtag forces of Cuban Rebel
Fidel Castro swooped down from their moun-
tain strongholds to kidnap 47 Americans and
three Canadians. American civilians working
in Cuba were snatched from their places of
business and their homes and 29 sailors and
Marines were simply lifted off a bus that was
taking them back to duty at the Guantánamo
Naval Base. While U.S. opinion was both be-
mused and shocked, Castro's forces indicated
that the kidnapes would be freed if the U.S.
ceased to give military aid to Cuban dictator,
Fulgencio Batista. This was a public relations
gesture, since American arms aid to Batista
had actually stopped four months ago.

A three-man LIFE team consisting of Pho-
tographer George Skadding and Reporters Lee
Hall and Jay Mallin set out to find the captives

—and brought back the exclusive report on
these and the following pages. Rebel jeeps, com-
plete with drivers and girl guides—but with-
out brakes—took the team into Castro coun-
try. Finally they came to the "guest houses"
where some of the kidnapes were held and
didn't seem to be suffering. At the end of the
week Skadding and Hall pressed farther into
rebel territory to find the rest of the Ameri-
cans, while Mallin brought film and facts out.

Meanwhile the U.S. consul at Santiago de
Cuba, Park Wollam, and his vice-consul, Rob-
ert Wiecha, made some hazardous sorties of
their own. Wollam and Wiecha were able to
negotiate the release of eight captives, and then,
last Sunday, another five all of whom appear
in the picture at right. Castro was gradually
showing some signs of regretting his rash-
ness, and the diplomatic efforts to get all the
U.S. captives in Cuba back went doggedly on.

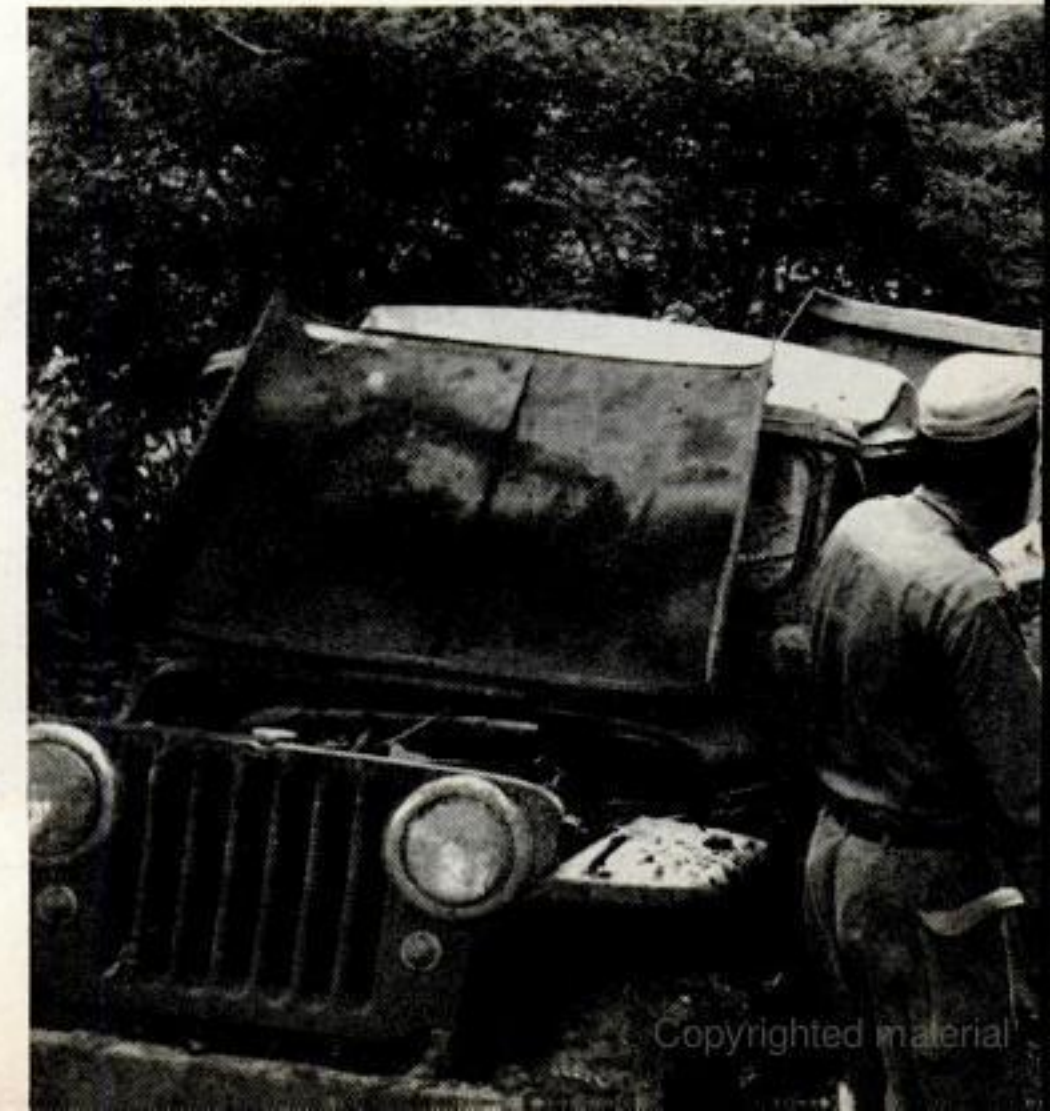


AMERICAN HOSTAGES, held in the rebel camp, are (from left) Edwin H. Cordes, Moa Bay Mining

INCHING TO RENDEZVOUS WITH REBELS, ESCORTS OF "LIFE" TEAM OFTEN HAD TO FREE MIRED JEEP



AT ONE STOP IN THE TEAM'S JOURNEY ADMIRING



LIFE

Vol. 45, No. 2 July 14, 1958



Co. geologist; Roman Cecilia, Frederick Snare construction firm; A. F. Smith, J. G. Ford, United Fruit

Co.; Eugene P. Pfeider, Moa Bay Co.; H. F. Sparks, United Fruit; Harold Kristjanson (Canadian), assist-

ant construction boss for Moa Bay Mining; John H. Schissler, Moa Bay construction superintendent.

CIVILIAN HANDS OUT CIGARS TO THEIR ESCORT



"LIFE" TEAM JAY MALLIN (THIRD FROM LEFT), LEE HALL, GEORGE SKADDING REACH THE REBEL CAMP





RELAXED REBELS laze around their headquarters, chatting and joking but keeping arms near. The

flag they display is Cuban national emblem. Girl talking to soldier at left made trip with LIFE team.

Cuba CONTINUED



WARRIOR AT EASE, as heavily bearded as he is armed, rebel Lieut. Bayamo takes time for a smoke.



PRISONER AT EASE, U.S. Navy Airman Thomas Mosness, abducted on his 22nd birthday, takes it easy on porch. He says, "I always wanted to come up here

anyway. I am just like one of them. They treat me very well." The rebels gave him the pistol he wears, call him "Cowboy" because he wears it low on his hip.





ANCHORAGE CELEBRATES AROUND A CIVIC BONFIRE OF 50 TONS OF WOOD—A TON FOR EACH STATE PLUS HAWAII

A JUBILANT LAND OF PROMISE: ALASKA MAKES IT AS A STATE

Photographed for LIFE by DMITRI KESSEL

The whooping and hollering around a huge bonfire in Anchorage and the ear-splitting smiles in the Capitol in Washington were set off by the same fine news: Congress had at last approved statehood for Alaska. The battle, first begun in 1916 and marked by disheartening defeats through the years, was over. From Umiat to Umnak sirens screamed, toasts were drunk and there was wild jubilation. All that now remained were formalities: the President's signature, a referendum in Alaska itself (which by an earlier vote had made clear its overwhelming desire for statehood).

Victory came through a bipartisan drive in both the House and Senate. Interior Secretary Fred Seaton (LIFE, July 7) had been the leading figure in shaping the victory and, as one observer said, the

Alaskans would make him a saint if they could. By its votes, Congress had brought into the Union an area over twice the size of Texas—with a lively past and an almost boundless future (*next page*). Under the statehood law 100 million Alaskan acres will be opened for homesteading. A land rich in resources but long hog-tied by territorial status can now begin to grow, adding to its own—and the nation's—wealth.

But the act achieved something that, in an anti-colonial world, went beyond dollar wisdom. It had shown the ability of the governed and the governing to shape their mutual destinies. Alaskan statehood, said Texas Congressman Jim Wright, proves "there still is something dynamic and attractive and growing in the American experiment in free government."



JUBILATION IN CAPITAL centers on Alaska's Governor Mike Stepovich. Lifting hands with him outside Senate are, at left, Senators Frank Church of Idaho and Tom

Kuchel of California. At right are Senator Henry Jackson of Washington, Alaska's G.O.P. Committeeman Walter Hickel and behind him, Utah's Senator Arthur Watkins.





FLYING A STAR bearing the magic number on gold cloth, celebrants send it aloft from Fairbanks rooftop. Balloons then carried it 1,000 feet over city.



FROLIC AT A FLAG in Anchorage finds Colonel "Muktuk" Marston, head of celebration, chortling with a friend before huge banner and its new star.

WHOOPIING IT UP (left), one dolled-up celebrator whirls around bonfire in Anchorage hours after local paper put the good news in its seven-inch-high type.

THE LAST GREAT U.S. FRONTIER

A 2 cents-an-acre folly has fur, fish, gold, oil, vast untapped wealth

Alaska in Aleut means "great land," and from Ketchikan to Attu is a fur piece indeed. The new state would hold two Texas plus an Indiana, and the \$7.2 million the U.S. paid for it averages out to two cents an acre.

It was Vitus Bering, a Dane working for Russia's Peter the Great, who discovered Alaska in 1741. Bering died on the return trip and was buried off Siberia, but his crewmen fetched some sea otter pelts back to St. Petersburg. They delighted the ladies of the court and the fur trade was on.

Kodiak soon became Alaska's first permanent white settlement; Sitka and Wrangell followed. The Russians cruelly abused and enslaved the native Aleuts and Tlingits. Then, in one of the most obscure uprisings in history, the natives massacred great numbers of the white settlers before the rebellion was put down.

Meantime the Spanish and English were nosing around the new land. Captain James Cook, having paused en route to discover Hawaii, charted "Panhandle" waters in 1778. Alexander Mackenzie's daring inland explorations of adjacent Canada gave further encouragement to migration to the northwest.

By 1867 the fur animals had been killed almost out of existence and Russia made overtures to sell Alaska to the U.S. Secretary of State William Seward, thinking the purchase would bolster the prestige of President Andrew Johnson, who faced impeachment, pushed the bill through Congress. What he had done was called "Seward's Folly."

U.S. ownership brought an Alaskan boom as speculators, prospectors and dance-hall girls rushed in. Things cooled off briefly, as they do in Alaska, and then in 1880 the first major gold deposit was discovered. By 1898 the fabled Klondike gold rush in Canada was in full swing (LIFE, May 19). Finally, in 1912, Alaska got territorial status. In 1942 the Japanese occupied the western Aleutians.

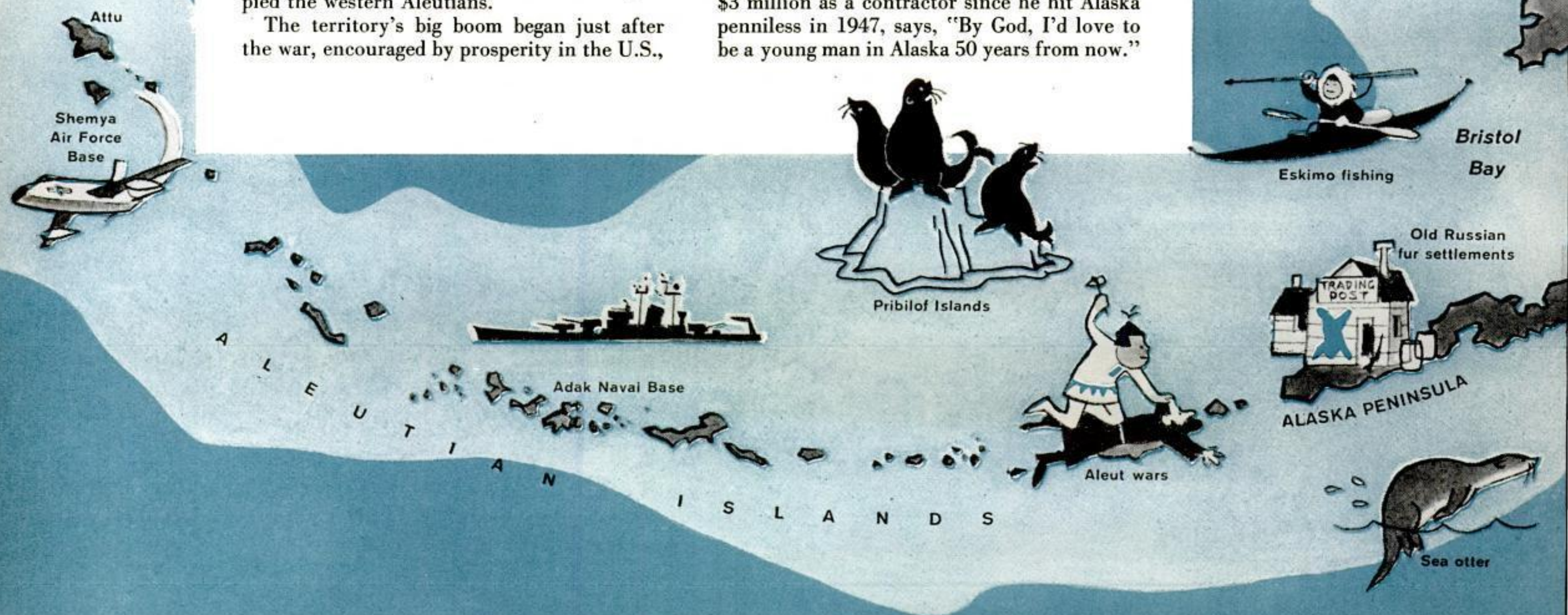
The territory's big boom began just after the war, encouraged by prosperity in the U.S.,

abetted by easier transportation, and peopled in part by U.S. servicemen who had been stationed there and came back to stay. Since 1946 the population has more than doubled, from 90,000 to 212,500. Highways have opened new areas, though there are still only 5,000 miles of road in 586,400 square miles. In 1954, a \$65 million pulp mill went into operation at Ketchikan; another is abuilding. Last year the first oil well spudded on the Kenai peninsula. Since then oil-seekers have staked claims on more than 27 million acres: an area larger than Massachusetts, Connecticut, Vermont, New Hampshire, Delaware and New Jersey.

Fishing, though on the decrease, is still the largest industry, worth \$93 million last year, twice the volume of the lumbering industry. Tourism is now the third largest money-maker, as people learn that Alaska isn't all icebox and, indeed, that Anchorage's climate averages out like Minneapolis'. A quarter of Alaska's working population and much of its hustle is military—the men who staff the DEW line radar network, the air and sea bases of a land only 54 air miles from Russia.

But Alaska is still a huge, raw, untapped and unknown land. Wilderness is no more than a brisk walk from even the largest city, Anchorage. Until now, 99% of the land has been U.S. government owned and barely 5% of the country has been surveyed. The difficulty of getting title to land has held down settlement and discouraged outside capital.

To most Alaskans what statehood brings close is the future. With more than 100 million federally owned acres now up for private ownership, outside capital should begin to flow in. And the state can offer tax incentives the territory could not. Long delayed development of mineral resources—Alaska has all but two of the 33 minerals deemed strategic by the U.S.—can begin. Walter Hickel, who has made \$3 million as a contractor since he hit Alaska penniless in 1947, says, "By God, I'd love to be a young man in Alaska 50 years from now."



Arctic Ocean



DEW Line Stations

BARROW

Eskimo country

Brooks Range

Caribou herds

Yukon River

Mt. McKinley

Alaska

FAIRBANKS

Range

Land of the sourdough

DAWSON CITY

THE KLONDIKE

Dangerous Dan McGrew

WHITEHORSE

Alaska Highway

Matanuska Valley

Elmendorf Air Force Base

ANCHORAGE

VALDEZ

CORDOVA

Copper mining towns

SEWARD

KENAI PENINSULA

OIL

KODIAK

Bering discovers Alaska, 1741

Gulf of Alaska

Barroom dancer

SKAGWAY

JUNEAU

SITKA

PETERSBURG

WRANGELL

KETCHIKAN

Old Russian churches

Capt. Cook's exploration, 1778

Salmon waters

Jewards

Valley of 10,000 Smokes

Lumber

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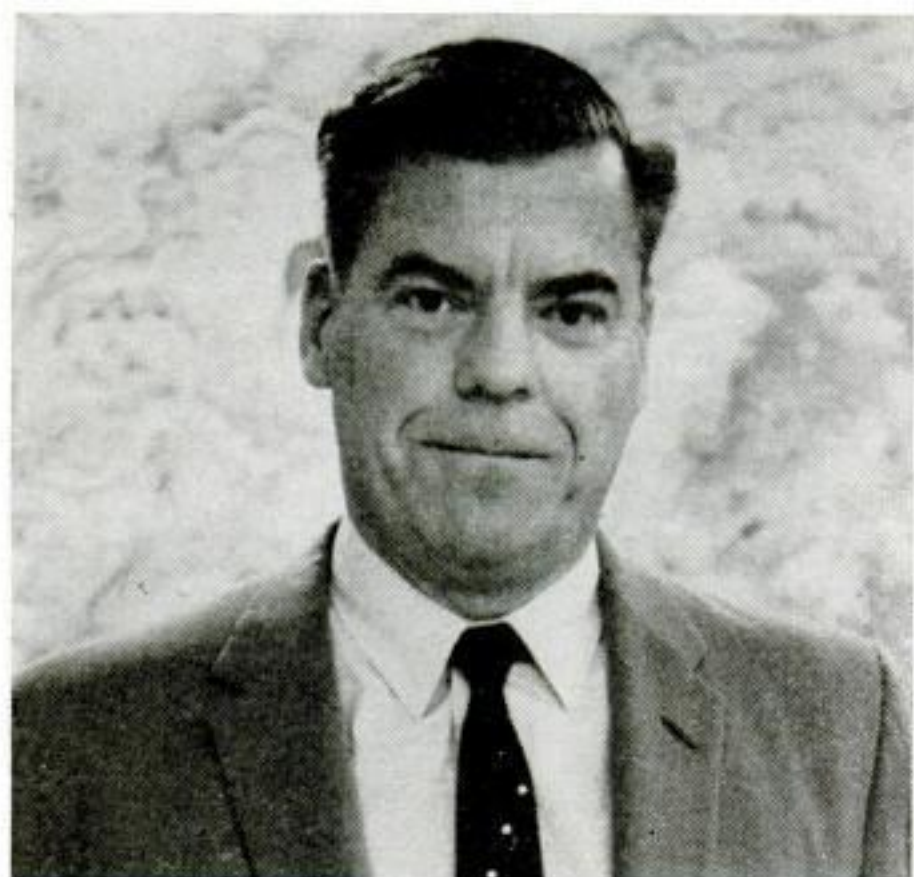
Valley of 10,000 Smokes

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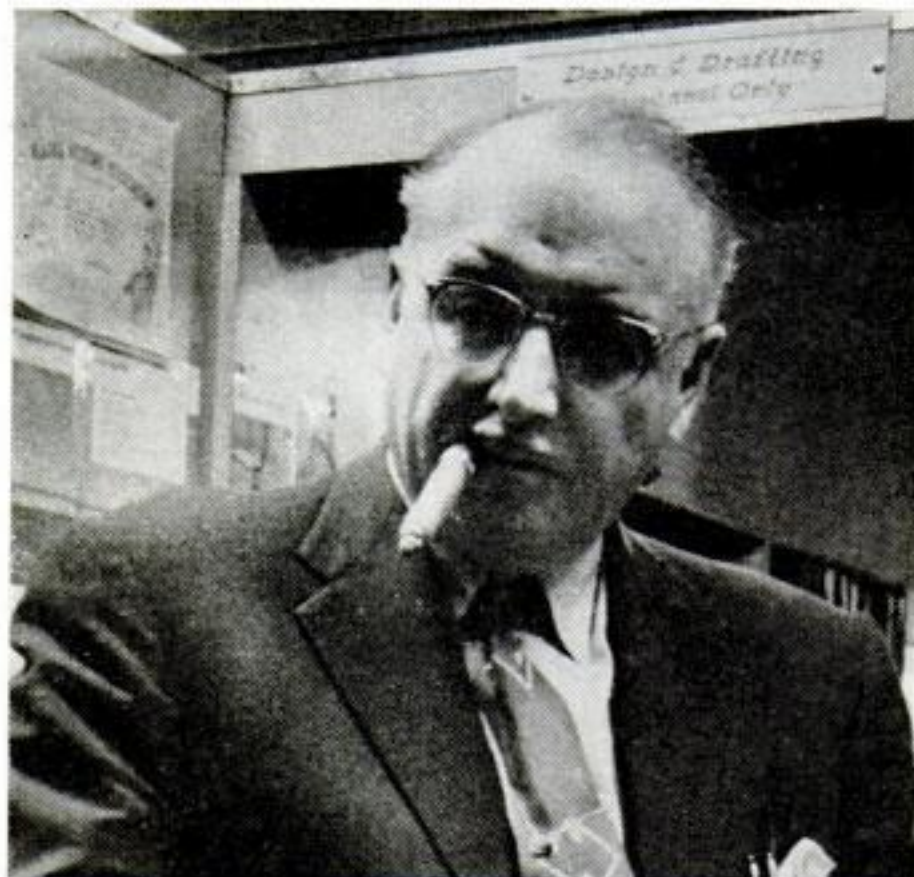
Valley of 10,000 Smokes

Valley of 10,000 Smokes

DETERMINED MEN AND CHANGING FACE OF A PLACE MOVING OUT



ANCHORAGE PUBLISHER Bob Atwood of the *Times* led statehood committee, says if restrictions go, "the costs of statehood will be paid by oil wells."



LEADING DEMOCRAT Victor Rivers of Anchorage, civil engineer and president of territorial senate, is likely candidate for governor or U.S. senator.

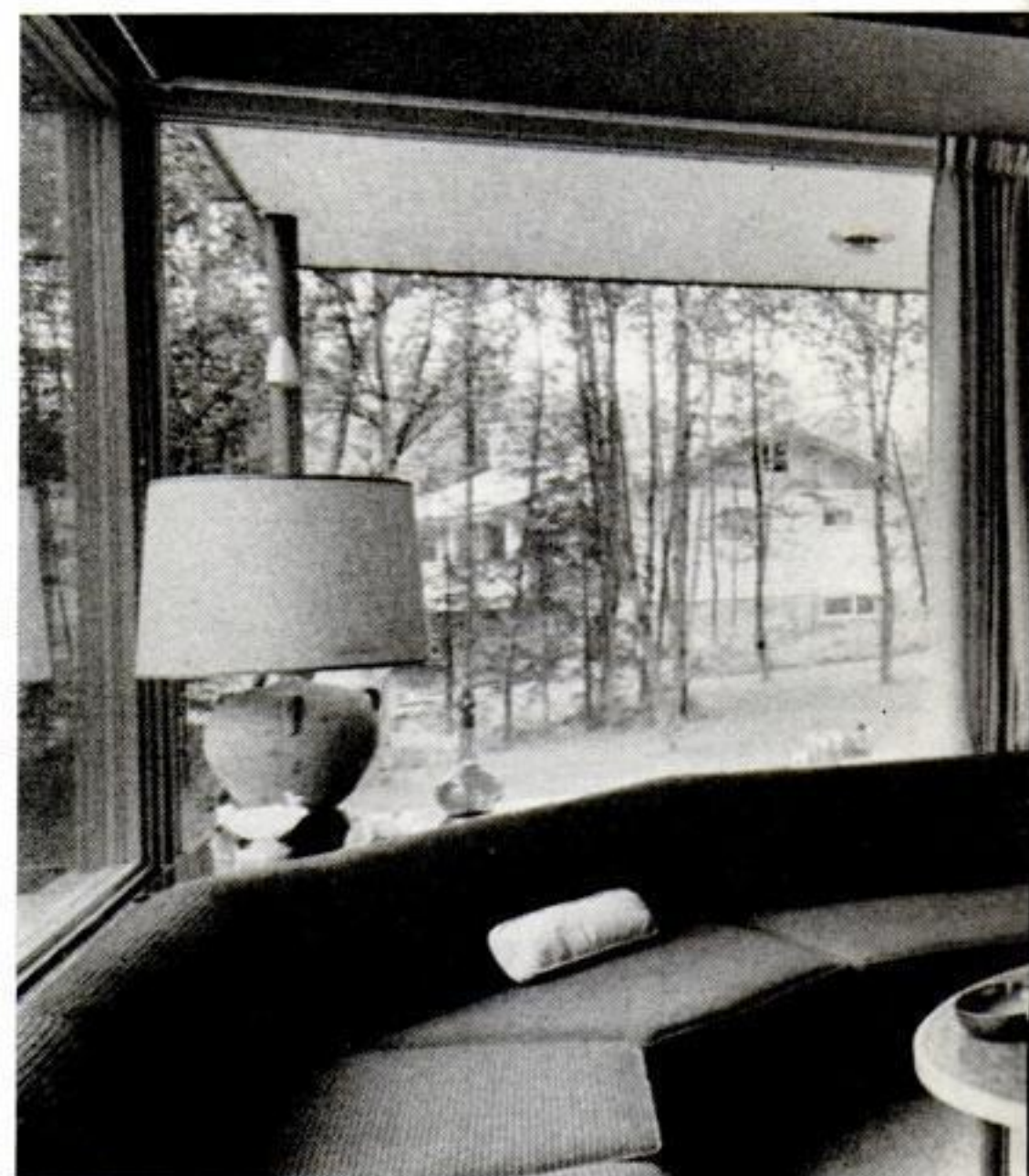


AIRLINE BOSS Rob Reeve founded Reeve Aleutian Airways in 1931. He covers 1,800 miles from Anchorage to islands, calls it world's toughest route.



FISHING BOATS await their next trip in Bristol Bay at the mouth of the Naknek River. The new statehood law leaves the control of fishing still in

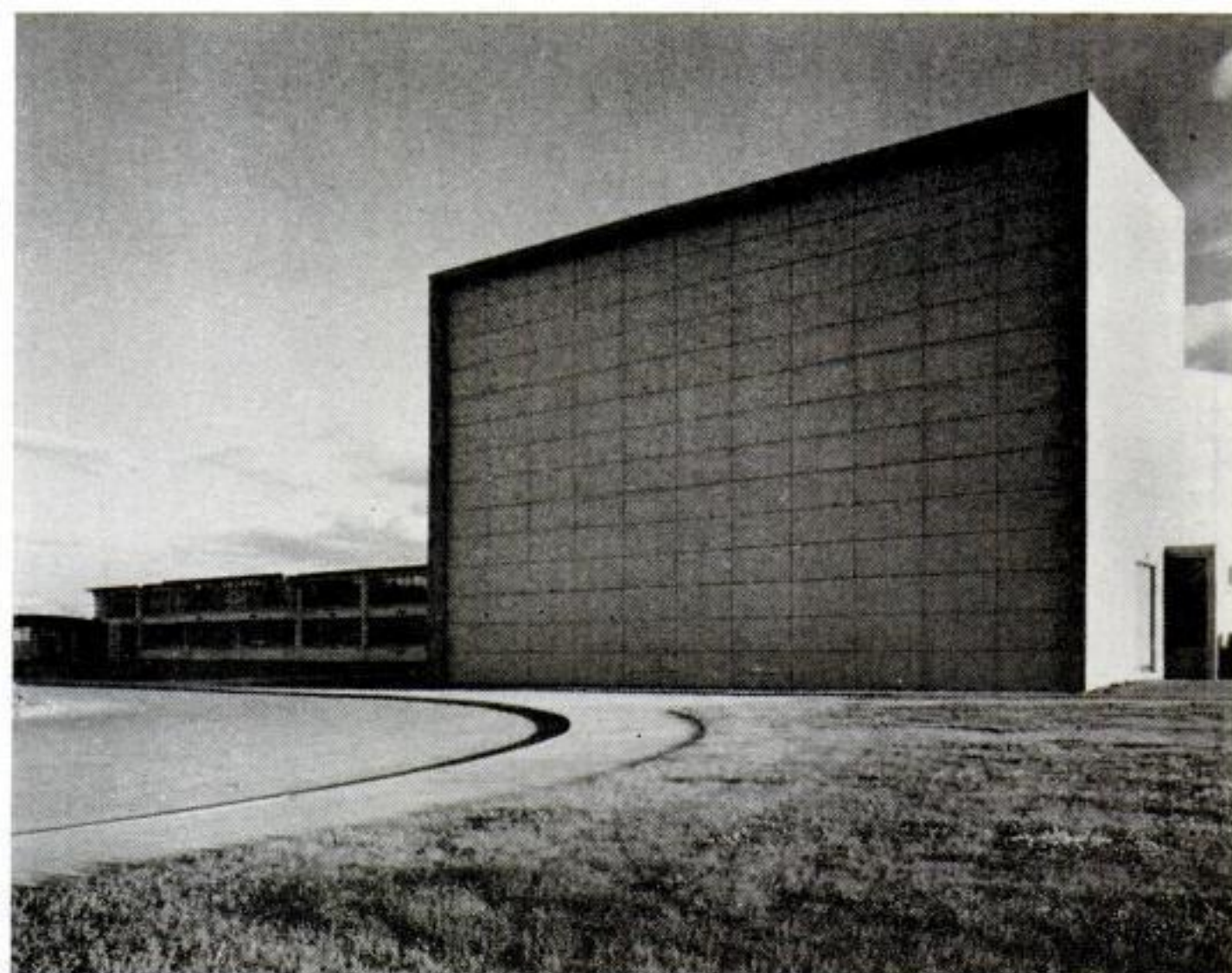
federal hands—a sore point with the Alaskans, who had hoped for a larger voice in their biggest industry. Fishing waters have become seriously depleted.



HANDSOME HOME of Contractor Wally Hickel stands amid his Turnagain-by-the-Sea development (prices: from \$30,000 up) in Anchorage. In the

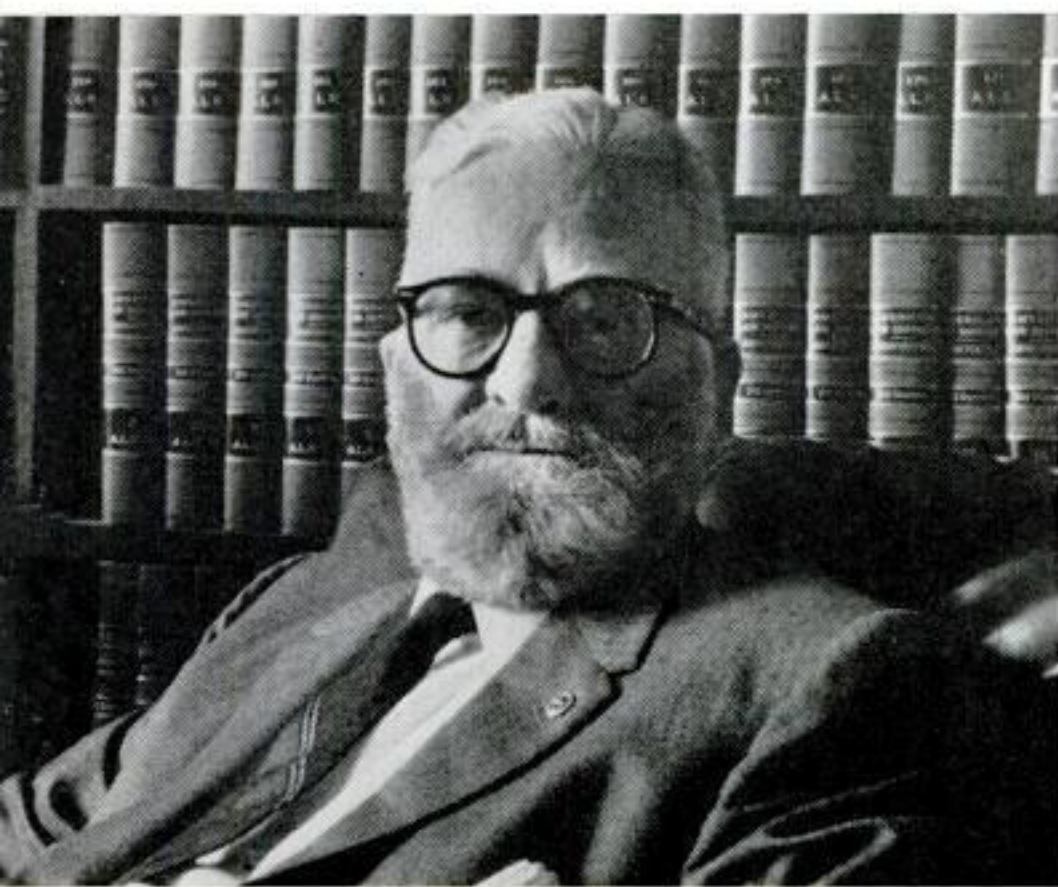


MODERN SUPERMARKET in Anchorage resembles any in the other 48 states as youngster rocks while mother shops. Big difference is prices, roughly 35% higher than Seattle because of shipping costs. Milk is 45¢ a quart, 74¢ in Nome.



TRIPLE-SHIFT SCHOOL, new Anchorage High is used 19 hours daily: high school from 7 until noon, junior high in the afternoon, community college until late evening. Total population: 4,100. Windowless unit is the auditorium.

OF ITS RUGGED PAST



STATEHOOD FOE John Manders, a lawyer from Anchorage, led the losing campaign. "Wait till the honeymoon is over and the taxes arrive," he says.



spacious living room, Republican Committee-woman Tillie Reeve (*left*) reports to Ermalee Hickel on trip to Washington with statehood delegation.



THE OLD QUEST goes on as prospectors seek gold south of Mt. McKinley. Bill O'Neill (*foreground*), Rocky Cummins and Jim Beaver (*right*) here wash a

gully to expose new gravel. All have winter jobs, fly into gold country for summer. Alaska gold output is now only \$9 million a year, was \$26 million in 1940.



GOVERNOR'S MANSION in Juneau is a handsomely columned three-story structure built in 1912. Present occupant, Governor Mike Stepovich, a Republican, was appointed by Eisenhower in 1957, may run for governor in November.



BUSH PILOT Don Sheldon, 36, loads the 12-gauge shotguns he mounts on wings of Supercub to shoot wolves during his trips. Each wolf brings \$40 bounty. Sheldon came from Wyoming in 1938, now runs six planes out of Talkeetna.



THIRD BUSIEST AIR CITY in the U.S., Anchorage stands behind only New York and Chicago in number of planes landing and taking off. These planes at Merrill Field are mostly local craft used for transporting men and supplies into the rugged back country. But there is a growing volume of international traffic.

SPECTACULAR SKI SITE, Auke Lake five miles from Juneau makes a chilling place for Roy West to water-ski. Within view (*background*) is the Mendenhall Glacier, most famous in North America. West starts skiing here each year in late June just as soon as the snow-skiing stops. The lake water still is a nippy 55°.





Child-safe! Familiar inside knob opens door at a touch. No worries here!



Zero-cold open-coil fast-freeze shelves with special anti-spill edges.



2 juice can racks hold 24 six-oz. cans. Add cans at top, remove at bottom!



"66 Frozen Food Boxes...24 Juice Cans ...Plus 3 Half-Gallons Of Ice Cream...In Just The Door Of My **WIZARD** Freezer!"

"We were amazed to discover," said a lady recently, "that we could own this big new 20 cu. ft. Wizard Imperial for up to \$179.55 less than the list prices of other major brand upright freezers of similar size!"

"Besides its huge Super-Storage Door, with its giant new ice cream compartment, our new Wizard has all the other deluxe features we'd been wanting:

"It has two big roll-out baskets that hold 72 pounds, a special shelf for quart-size freezer containers, 3 other large open-coil fast-freeze shelves—plus an adjustable center shelf for large, bulky packages!

"In all, it holds 700 pounds of frozen food, with every pound at your fingertips—so easy to reach! Yet it fits easily into almost any kitchen."

Why not see this new Wizard Imperial 20 yourself? Besides the features above, it has dense glass fiber-aluminum foil insulation, Safety Signal Light, tamper-proof controls and adjustable freezing range from 0° to 20° below! Sealed unit guaranteed 5 years.

Best of all, you can own it on easy Western Auto terms and at a special saving during July for only **\$399.95**



See all 9 models of Wizard Chest and Upright Freezers from **\$234.95**

More than 4,000 of these friendly, dependable Western Auto Stores and Associate Stores from coast to coast sell and service guaranteed merchandise at honest value prices. Each year, over 35,000,000 people shop at the familiar red and white "Western Auto" sign. Stop in soon at the one near you!



Western Auto

STORES AND ASSOCIATE STORES

NOTE: In some areas of the U. S., Hawaii, Alaska, Mexico, and Puerto Rico, prices slightly higher. Western Auto Associate Dealers own their stores, set their own prices, terms and conditions. (178)



COOL FUN FOR EVERYONE AT MODERN BOWLING CENTERS

luxury and comfort popularize a wonderful sport

This summer make your modern air-conditioned bowling center family headquarters for cool fun and healthful exercise. You'll love the friendly atmosphere and the new excitement brought to bowling by a fabulous new machine...the AMF automatic pinspotter. You'll be amazed when you see this electronic marvel in action.

Modern bowling is for everyone — men, women, boys and girls. You'll find sociability, fine competitive sportsmanship and thrills galore. Many of today's lavish centers offer free instruction, and you'll enjoy learning. Why not visit your "Magic Triangle" bowling center today for *cool fun...bowling!*

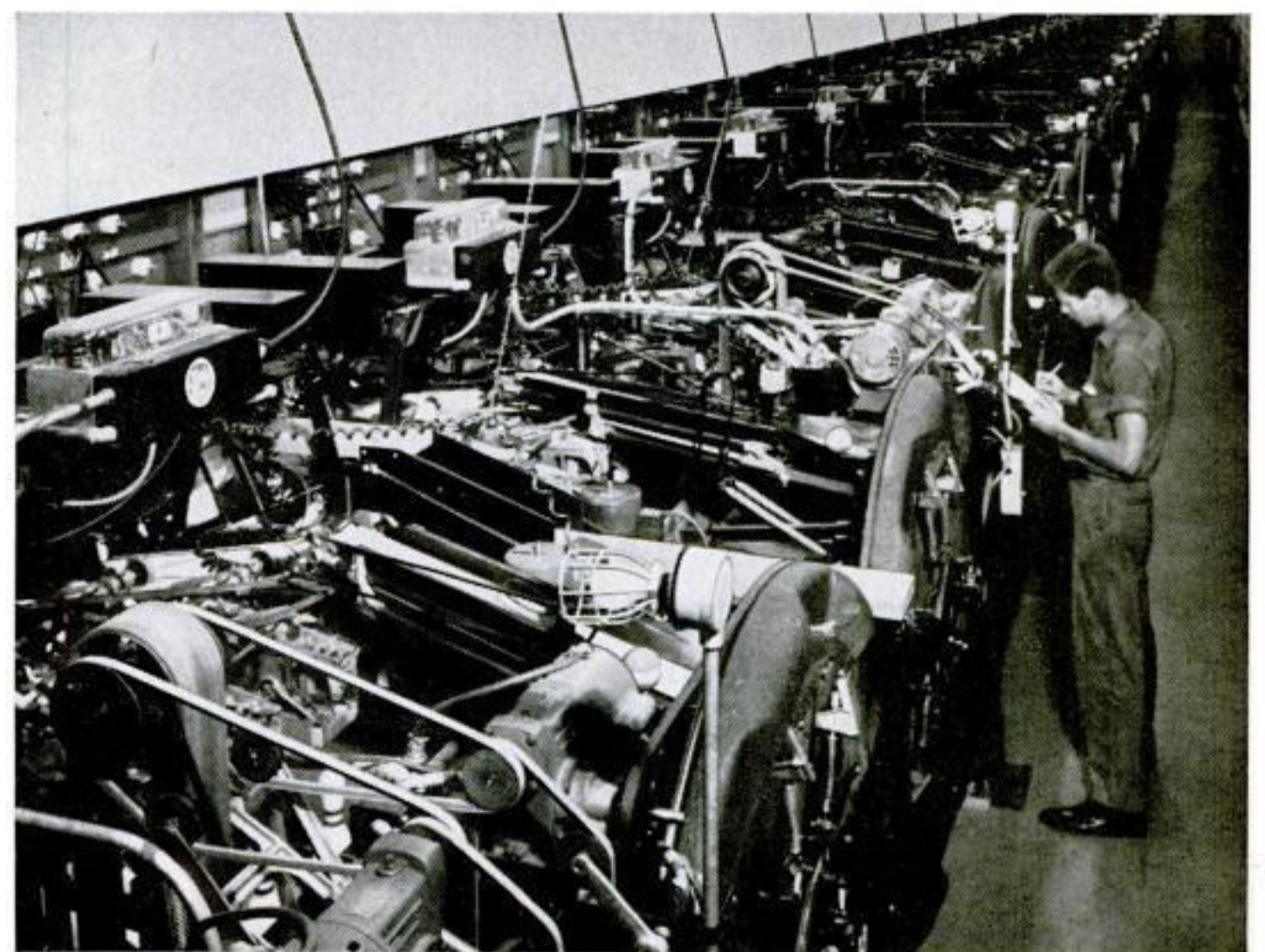
Most modern bowling centers offer attractive, air-conditioned dining and refreshment facilities for your convenience and pleasure.



Carol Christensen, Queen of New York City's Summer Festival, went bowling for the first time only a few months ago, and already it's her favorite sport.



Cool fun for the entire family, young and old. Many bowling centers provide attractive nurseries for toddlers, to make daytime bowling easy for mothers.



These are the almost-human machines that made it all possible—the AMF automatic pinspotters. Why not take the family out for some cool fun...tonight?

NBC-TV on Sunday nights! Be sure to see "Steve Allen Presents Steve Lawrence and Eydie Gorme," sponsored by AMF. Consult your local listing.

BOWL WHERE YOU SEE THE



TRADEMARK

AMF PINSPOTTERS INC.

Subsidiary of AMERICAN MACHINE & FOUNDRY COMPANY
AMF Building • 261 Madison Avenue, New York 16, N. Y.

JOHNNY ON THE SPOT

—that's the kind of help you get with Allstate auto insurance

*Allstate settles claims fast—
often right "on the spot"*

Help is always as near as the
nearest phone...because Allstate
offers around-the-clock service
across the U. S. and Canada.

If you think you have to go through a lot
of home office red tape to get an accident
claim settled...you'll be very pleasantly
surprised to learn about Allstate. Be-
cause with this auto insurance—there's...

No home office red tape. Allstate has
the biggest staff of full-time claims ex-
peditors in the insurance business. And
they have authority to settle claims right
"on the spot." It's not unusual for a
policyholder to drive into an Allstate In-
surance Center, and leave less than an
hour later with his claim settled in full.



*You don't need glasses
to read the large type
in an Allstate policy.*

**You may save
money, too.** By
eliminating red
tape and sales
frills all along the
line, Allstate cuts
costs. Savings
are passed on to
you. How much
you save depends



on the state where you live and how
your car is used.

Some folks save
as much as 38% over
rates charged by
most other compa-
nies. (In Texas, where
all companies charge
standard rates...
Allstate has always
paid dividends to
eligible policyholders
—currently 15%.)



*Allstate auto insurance is
sold the low-pressure way
—over the counter at Sears.*

"May we help you?" These are the first
words you'll hear whenever you call
Allstate. They're more than just a
friendly greeting. They reflect our at-
titude toward customers all the time, not
just when we sell a policy.

Learn about all the benefits of Allstate
from your Allstate Agent at Sears, an
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ask him to call on you. Until you have
the Allstate facts, you don't have *all* the
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® Founded by Sears,
Roebuck and Company
with independent
assets and liabilities.
Home Office: Skokie, Ill.

NOW, HIGH HOPES FOR HAWAII

Some 2,200 miles due south of Alaska lies the territory of Hawaii and last week the news of Alaskan statehood set Honolulu to jumping almost as exuberantly as Anchorage. For years Hawaii's quest for statehood had been linked with Alaska's. The territorial governor joyfully displayed a 49-star flag (right), then he and a bipartisan delegation prepared to fly to Washington to plead their cause. The islanders had top-level support from President Eisenhower who let it be known that he and his administration would go all out to get Hawaiian statehood through Congress this session.

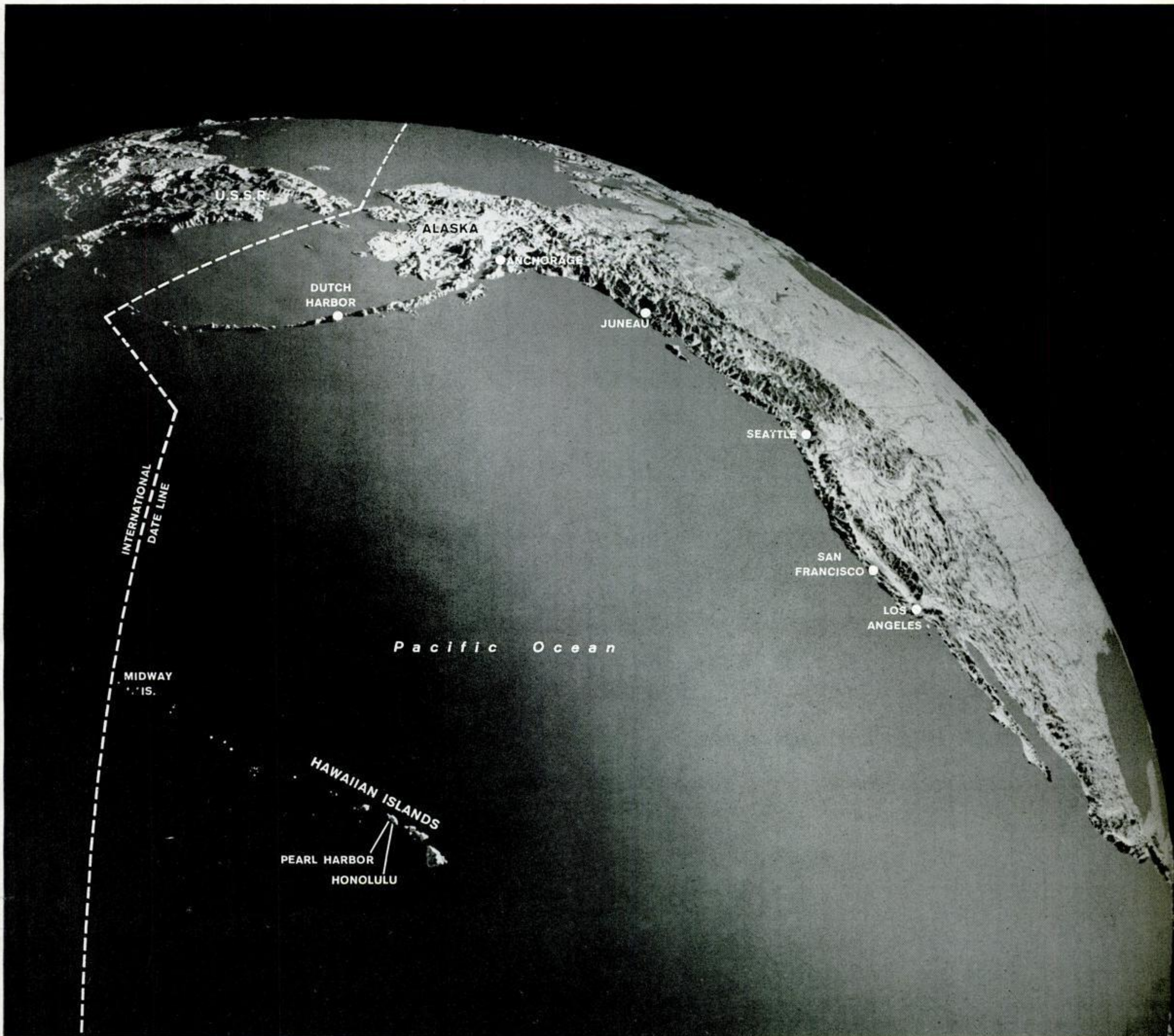
Hawaii had been seeking statehood far longer than Alaska. The matter first came before

Congress in 1853 while the islands were still ruled by a monarchy. In 1898, by now a republic, Hawaii was annexed to the U.S. at its own request. Its people voted for statehood 2 to 1 in 1940, but Pearl Harbor intervened before Congress could act. Like Alaska, Hawaii made fitful progress in Congress each year since 1947—and each time saw defeat.

Hawaii faces even tougher opposition than Alaska, notably from race-conscious southern Democrats who are aware that less than a quarter of Hawaii's population is white. With Congress in its last weeks, passage seems unlikely this session. But now that Alaska is in, Hawaii's future looks more stately than ever.



HOPEFUL GOVERNOR William Quinn holds a big star over 49-star flag honoring Alaska in Honolulu.



HAWAIIAN ISLANDS (eight main islands and 20 smaller ones) lie 2,200 miles south of Alaska and 2,400 miles west of California. The Midway Islands are not

part of territorial Hawaii and would probably not be included in statehood. The International Date Line bends to include Aleutian Islands in Alaska's time zone.

Only one cigarette can filter best!

According to the new and superior method of testing for filtration...

that cigarette is Hit Parade!

NEW PROOF HIT PARADE FILTERS BEST OF ALL LEADING FILTER CIGARETTES!

Using the latest method of testing that traps and weighs total smoke solids that ordinarily would reach the smoker's mouth, here is the most recent report based on analyses by Froehling & Robertson, Inc., one of the largest and oldest independent consulting laboratories in the country. This is the second independent laboratory to confirm that now Hit Parade filters best of all leading filter cigarettes!

With its radically new filter, Hit Parade gives you:

- | | |
|----------------------------------|---|
| 15% higher filtration than brand | A |
| 20% higher filtration than brand | B |
| 27% higher filtration than brand | C |
| 34% higher filtration than brand | D |
| 35% higher filtration than brand | E |
| 37% higher filtration than brand | F |
| 40% higher filtration than brand | G |
| 40% higher filtration than brand | H |
| 43% higher filtration than brand | I |

The two sizes of Hit Parade (King-Size in the familiar pack and Long-Size in the crush-proof box) were tested against competitive brands of equal length.

From a report dated June 20, 1958, by
FROEHLING & ROBERTSON, INC.,
a leading independent consulting laboratory

FROEHLING & ROBERTSON, INC.
INSPECTION ENGINEERS • CHEMISTS • BACTERIOLOGISTS

SINCE  1981

BRANCH LABORATORIES
NORFOLK, CHARLOTTE, RALEIGH
WASHINGTON, BALTIMORE

MAIN OFFICE & LABORATORIES
514 WEST CARY STREET
RICHMOND, VIRGINIA

JUNE 23, 1958

NO. F-178-5

INDIVIDUAL FIBER COUNT OF "HIT PARADE" FILTERS

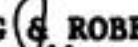
MADE FOR: THE AMERICAN TOBACCO COMPANY
MR. H. R. HANMER, DIRECTOR OF RESEARCH,
RESEARCH LABORATORY,
RICHMOND, VIRGINIA.

COMPLYING WITH YOUR REQUEST, WE HAVE RUN TESTS
TO DETERMINE THE NUMBER OF INDIVIDUAL FIBERS OR
"FILTER TRAPS" IN A SINGLE "HIT PARADE" FILTER.

EIGHT COMPOSITE SAMPLES WERE RUN

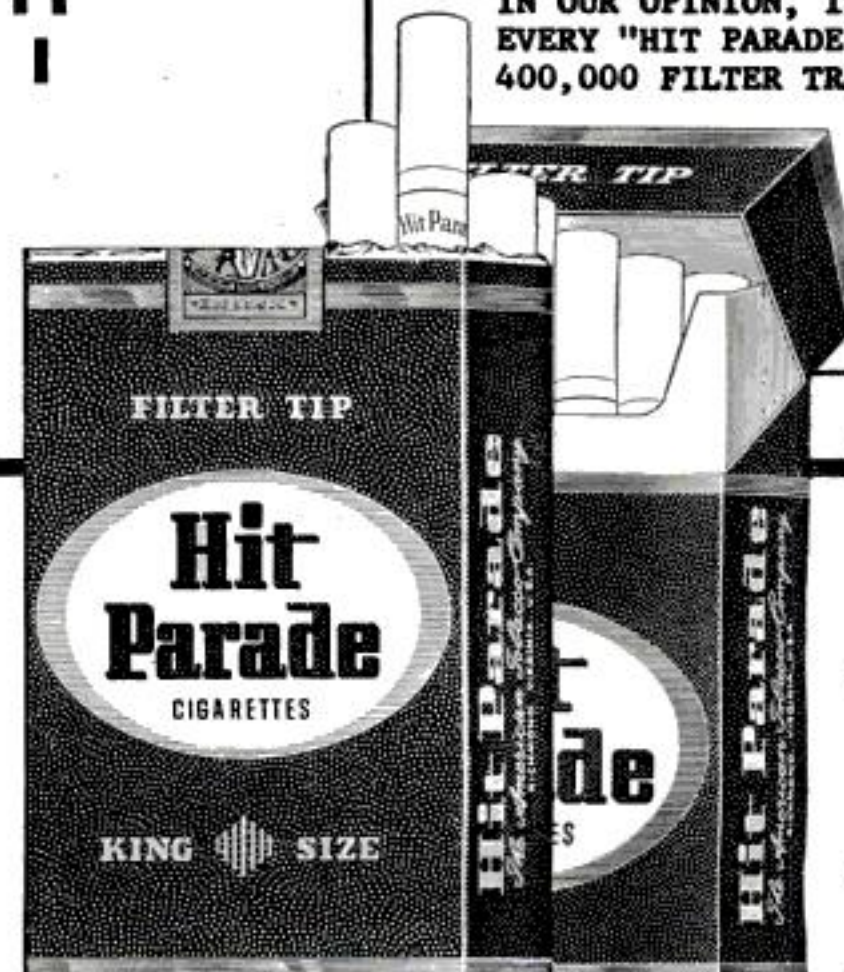
THE HIGH COUNT WAS 597,000
THE LOW COUNT WAS 459,000
THE AVERAGE WAS 541,000

IN OUR OPINION, IT IS CONSERVATIVE TO STATE THAT
EVERY "HIT PARADE" FILTER CONTAINS WELL OVER
400,000 FILTER TRAPS.

RESPECTFULLY,
FROEHLING & ROBERTSON, INC.


So, remember these filter facts:

1. Now a new and superior method of testing filter cigarettes has been developed. This method gives more accurate and uniform results.
2. Using this new and superior method, Froehling & Robertson, Inc., an outstanding consulting laboratory, has proved conclusively that now Hit Parade filters best of all leading filter cigarettes!



And best of all...
the flavor's all there!

Yes, smokers who know the real score
are switching to Hit Parade!
It has America's best filter! It filters
best of all leading filter cigarettes!

A LOOK AT THE WORLD'S WEEK

NEW PREMIER FOR ITALY

The new Italian premier, Amintore Fanfani, leaves Christian Democrat headquarters aglow with his success in forming a coalition cabinet. Backed strongly by the Roman Catholics (a Fanfani supporter is at right), the premier nevertheless achieved only a shaky margin in the Chamber of Deputies. This forced him to move to the left to give four important cabinet posts to Social Democrats, who, however, are anti-Communist. Italy stays firmly with the West.

A WARM FAMILY OUTING

The President and Mrs. Eisenhower celebrated their 42nd wedding anniversary with an evening cruise on the Potomac River in their yacht. As they debarked, laden with gifts, and the President stooped to kiss his granddaughter Barbara Anne, 9, goodnight, the Eisenhowers made a warm family scene. Others are, left to right: Mrs. Eisenhower; Major Eisenhower; Mary Jean, 2; Dwight David, 10; Mrs. John Eisenhower behind him; and Susan Elaine, 6.





EAST-WEST BOMB DETECTION TALKS FINALLY GET GOING

In Geneva, Switzerland, Communist and Western scientists met to find ways of detecting nuclear explosions, a necessity for enforcing any future agreement to end nuclear bomb tests. The Western scientists (*right*) represented the U.S., England, France, Canada but left their nations' names

off place cards to stress unity. The Russians, who had threatened to back out, sat under the eye of foreign ministry supervisor Semyon Tsarapkin (*fourth from bottom*). They were cooperative, nonpolitical and, as a result, considerable secret information in detection plans was being exchanged.



DEFIANT SOLDIERS TELL OFF REDS

At a press conference in East Germany, nine courageously defiant U.S. soldiers (six are shown here), forced down in a helicopter, turned the tables on their captors. They denounced them as ludicrous Russian stooges because the East Germans had turned them over to the Russians. The Russians, who gave them back, insisted it was an East German affair, and East Germany demanded U.S. recognition before releasing the prisoners.



HIGH-RIDING HOFFA KEEPS BUILDING

In Washington, D.C. Teamster boss Jimmy Hoffa (*center*) joined with two longtime feuders—the International Longshoreman's Union headed by William Bradley (*left*) and the National Maritime Union of Joseph Curran (*right*)—to form a "conference" for mutual assistance and solving jurisdiction disputes. With 50 other unions invited to join, including A.F.L.-C.I.O. outcasts, it could ultimately dominate U.S. transportation.

“Any protein cereal helps keep you the same size
...as long as it's
Post Grape-Nuts”



DICK SARGENT

Like mother, like daughter—when both keep trim with Grape-Nuts.
It's the most highly concentrated protein cereal—30% more protein
per spoonful. And what a flavor—so different, so nut-like. You'll like it.



"ALL POST CEREALS HAPPEN TO BE
JUST A LITTLE BIT BETTER"



The Breakfast Foods of General Foods



Annual outing of the *Four Roses Society*

(Join 'em!)

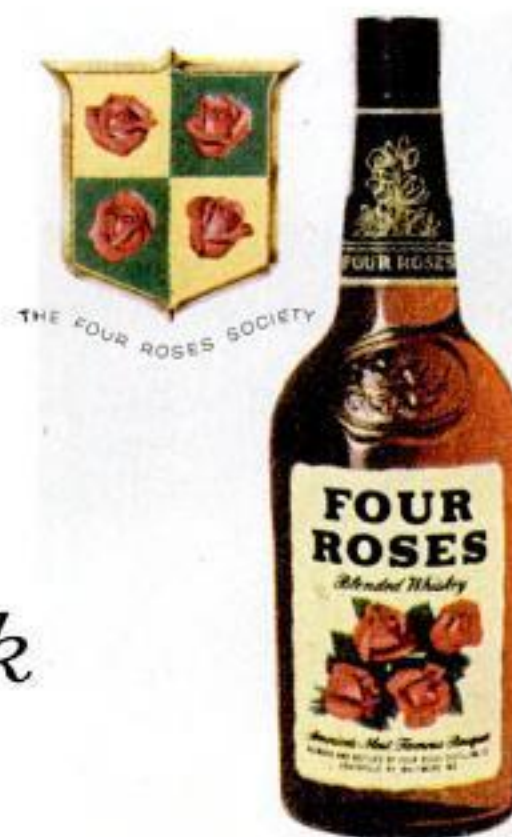
They've got a common meeting ground in the Four Roses Society. They all enjoy good fellowship, good talk and fine whiskey.

And their whiskey is the finest. As every member knows—Four Roses is bright-tasting,

smooth and mellow—just made for sociability.

Why don't you join this discriminating group—and always enjoy the perfect distillation. Your favorite bartender or store owner has the preferred brand. Be sure to see him...today.

*You belong with **Four Roses**...the sociable drink*



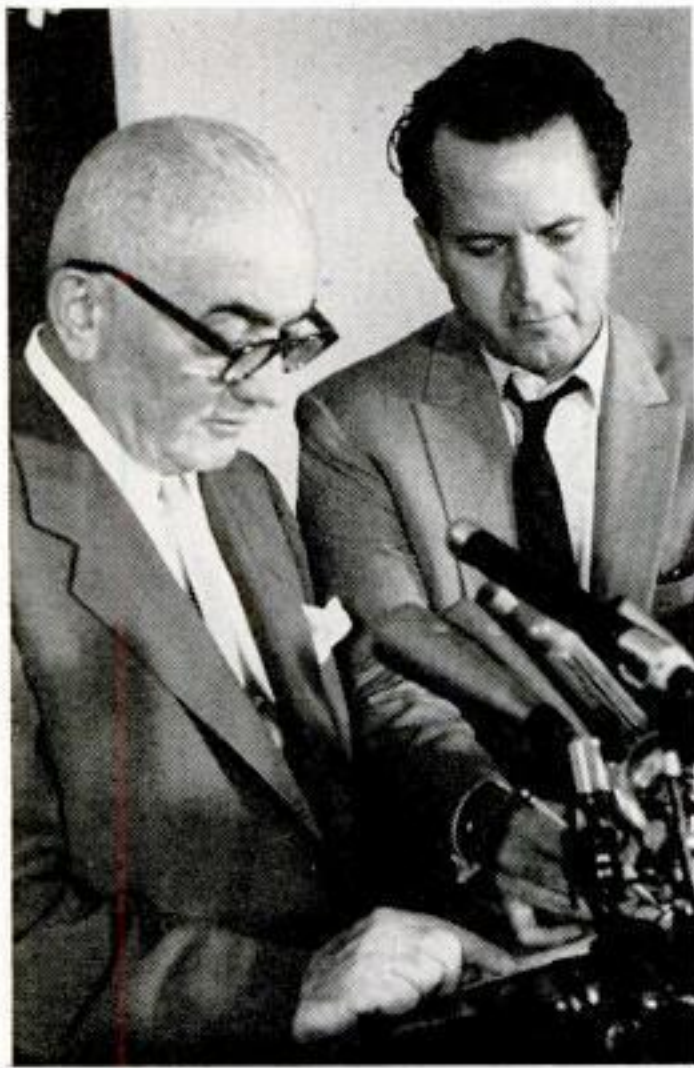


ORNATE SETTING FOR A NEW ANNOUNCEMENT ON ALGERIA

Before a magnificent fireplace of rich Persian tile, one of the most striking antiquities in the former summer palace of Algerian governor generals, General Charles de Gaulle, flanked by a starched interpreter, made to the press a significant statement which outlined an ambitious program

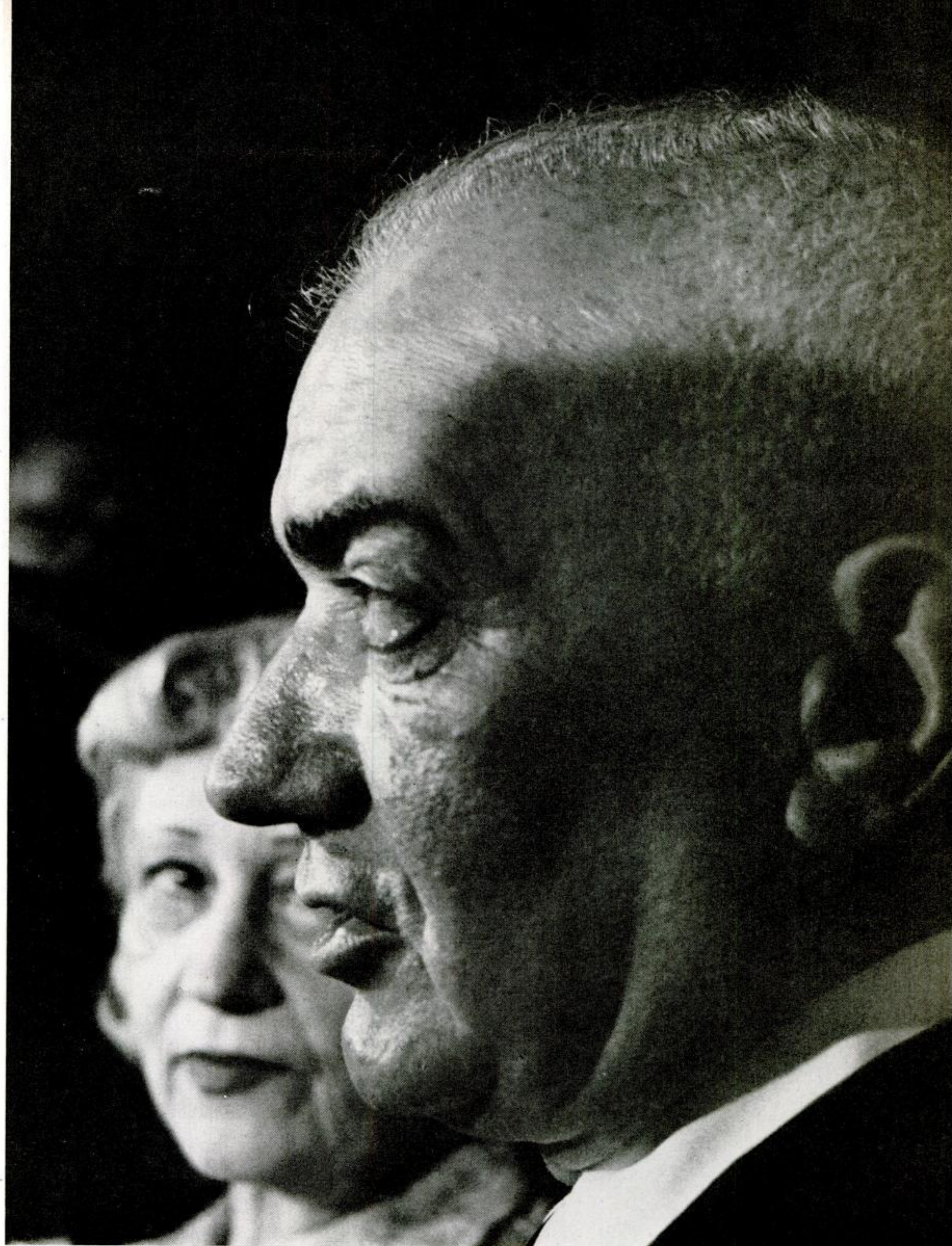
for Algeria. After three days of touring the country's military bases, where he worked at the crucial task of consolidating army loyalty, he promised the Moslem population industrial development, a broad new system of education and voting rights to be on a par with all Europeans.





WITH PRODUCER, Tex McCrary, who said he gave services free, Goldfine looks over a marked copy of statement before reading it to the press.

WITH WIFE, Charlotte, offering encouragement, Goldfine faces cameras. Mrs. Goldfine, two Goldfine sons and a daughter helped him fend off reporters.



GOLDFINE'S DRAMATIC OFFICIAL DEBUT

Sherman Adams' old friend goes on at Washington hearings with a big production and a slick script

Washington reporters, trained to write about politics, had to double as drama critics last week when Bernard Goldfine came down to testify about his friendship with Sherman Adams, assistant to the President. The Boston industrialist's appearance before a House subcommittee was a big production. He brought along a supporting cast of seven lawyers, two secretaries and four relatives. A 25-page statement, part of which he read for TV and radio before reading it to the committee, was a thoroughly professional script. Prepared with the help of Public Relations Man Tex McCrary, an old radio and TV performer, the script underlined words to be emphasized, gave helpful cues like "Drink glass of water," and started off with a rousing cheer for the star: "YOU WILL BE GREAT!"

Acting the part of a man who is too busy to know all the details of his own business or of government regulations which pertain to it, Goldfine

admitted that perhaps he was imprudently free with gifts to government officials, which included Christmas checks to 33 Washington employes. But he denied as a "miserable massacre of character" any insinuation that he ever asked Sherman Adams "to do anything out of line" in return for the rug, free hotel suites and vicuña coat he gave him.

The investigators enjoyed the show. But then they started a cross-examination to see how well Goldfine could do without a script. He admitted deducting gifts from his taxes but offered refunds. But when asked about uncashed checks totaling \$776,879, which the investigators hinted could have served as collateral for officials to cover personal financial transactions, Goldfine said the checks were nobody's business. As the hearings adjourned for the weekend, Goldfine was asked to return for the second act. "We've barely scratched the surface," said a congressman.

OUR IMAGE AT BRUSSELS

"I was disgusted and nauseated with the American exhibit," said Mr. Hayes Robertson of Chicago Heights on returning from the Brussels World's Fair. "It looked like it was put together by a bunch of neurotics. . . . I didn't see America anywhere." Robertson's remarks were read to the President, who was irritated enough to ask for a special report from George Allen, custodian of the image of America that the U.S. Information Agency tries to project abroad.

The Robertson view of the fair is shared by many Americans who have seen it, and Allen has said he will make a few changes on the basis of his own survey. We trust he will not make too many, and none that might change the basic character of the U.S. exhibit. For most of its American critics, including Mr. Robertson, are way off base.

The Brussels exposition is a great attempt by some 50 nations at the first postatomic "moral and material stocktaking of man's achievements." The U.S. exhibit is officially aimed to show "the continual effort of the U.S. to improve the way of life." That is just what it does—without any boasting, muscle-flexing or lecturing.

The pavilion itself, designed by Edward D. Stone, is generally acclaimed to be the architectural hit of the fair. It has 40 entrances and exits that let you wander in and out at will instead of dragging you past the exhibits inside. The dominant impression is of space, light, water and trees, inside and out. On the surrounding terraces are hundreds of inviting chairs, which are the most gracious things you can offer a crowd of trippers who may number 35 million before the fair is over. (Another thoughtful and unusual offering: free toilet facilities with no tipping.) If, as Mr. Robertson complains, there are orange peels in the lagoon, that is because so many European visitors find it the ideal picnic site. They are also delighted with such features as Disney's Circarama cross-country travelogue; a complete American drugstore; voting machines (Ike's idea); daily music or drama in the handsome adjoining theater; hourly fashion shows of inexpensive clothes; an electronic brain (RAMAC) that tells you what happened in any A.D. year of your choice; and a technician in one room handling radioactive isotopes in another by a set of mechanical hands, with which he can light a cigaret or pour the isotopes into a bottle for cancer research.

Some of the U.S. exhibits, to be sure, are baffling or trivial or unimaginatively presented and there are inevitable omissions. Mr. Robertson, for example, complains that the only

American automobile shown is a 1903 model and that "no exhibit shows how we tax ourselves to help the other people of the world."

But these criticisms are not heard from Europeans, who make up 95% of the visitors. The last thing they want to see is a new American automobile, since they saw one every few hundred feet on their way to Brussels. This is not an industrial fair but a humanist, way-of-life fair. Alistair Cooke on BBC called our pavilion "one of the two or three complete successes . . . all the more admirable in that it presents to skeptical Europeans a picture of America that they don't expect and have no cause to belittle."

The Russian exhibit is just the opposite: larded with heavy machinery, automobiles, Sputniks, bad art and loud-mouthed statistics. If the object of a fair is to overawe people, the Soviets win this one hands down. But most Europeans are tired of displays of power and glad to be reminded—or informed for the first time—that America is the land of the free and easy as well as the home of the SAC and the brave.

The trouble with our exhibit, if any, is that no clear theme dominates the pleasant welter of amenities and achievements that represent the American way of life. Several such themes might have been chosen: overpowering productivity, heroic history, skyscraper ambition, etc.—all legitimate but in dubious accord with the official purpose of the fair. What emerges instead is a slightly blurred image that no American need feel ashamed of: the image of an "open society," open in 40 directions like the building itself, hedonistic, eclectic, trivial in spots, cheerful and fundamentally humane. A salute to the taxpayer, which Mr. Robertson misses, is not needed to make this point. Last week, indeed, it was made much better by an individual.

The individual was Herbert Hoover, 83, who flew to Brussels as the President's personal delegate. Many of the Belgians in his audience know they are still alive only because Hoover's Belgian Relief Organization fed them in the years 1915–19. Said Hoover on the Fourth of July, "In interpreting the ideals of my country, I must include the spirit of compassion. . . . It spreads from every American home to all mankind." The staunch old humanitarian and his record, just standing there, said it better than his words.

Our fair exhibit is something like that: not too incisive but wholly honest. It assumes other people are also interested in living and pursuing happiness. The moral will get across.

MAKING DEMOCRACY LOOK FOOLISH

"Contempt of Congress" may be a federal offense, but every fair-minded citizen must feel something like that for Oren Harris' Subcommittee on Legislative Oversight. If these Adams-Fox-Goldfine hearings go on much longer they may make us homesick for the bad old days of Senator McCarthy, whose ostensible quarry, namely Communism in government, at least justified the headlines. Harris' quarry is headlines, period. He is abusing his power, wasting the taxpayers' money, breaking the House's procedural rules and making democracy look foolish.

The Adams case was a classic political tragedy with a clear story line pointing, in our opinion (*LIFE*, June 23), to the sad necessity of Adams' resignation for the sake of the Eisenhower administration's good name. The Harris committee has turned it into a Punch and Judy show. The total exposure of a minor American businessman such as Goldfine to harass Adams is sheer congressional hypocrisy. In permitting John Fox to make his sordid charges against Goldfine and Adams,

the committee not only admitted the wildest kind of hearsay "evidence" but broke a House rule that requires secret sessions for testimony that "may tend to defame."

What makes this exhibition all the more intolerable is the pretense that congressmen are fit to police the ethical standards of this Administration. From Adams down, the Administration's standards are incomparably higher than Congress' ever were. Congressmen are the worst freeloaders and conflict-of-interest offenders in the government. This same House was recently challenged by a member to abandon one of its juiciest sources of "legitimate" graft: foreign junketeering with the use of undisclosed counterpart funds. Instead of agreeing to make out individual and public expense accounts for these trips the House decided to keep the shades down on its gravy train. Until Congress is able to improve its own ethical standards, its committees should be extra scrupulous about how they investigate those of the other branches. Harris' subcommittee is being extra unscrupulous instead.

Trunk, '58 Chrysler, cleaned *and* waxed



VISTA TIME: 7 minutes

DURATION: up to 6 months



Simoniz makes it as only Simoniz can—VISTA, for tough real paste wax beauty and protection. VISTA is real paste wax with cleaner in it—*turbo-whipped* so it spreads smoothly, dries and wipes off quickly. One easy application cleans, shines and protects your car for months . . . *try it.*

SIMONIZ MAKES IT

Wesson Oil

takes the smoke out of frying!



SOLID SHORTENINGS SMOKE BECAUSE they contain an emulsifier. This additive is good for baking, but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

WESSON OIL DOES NOT SMOKE BECAUSE it is vegetable oil in its purest form—nothing added. So clear and delicate, you never taste it. No other oil as fresh, as pure and as light—or more highly rated for good nutrition.



Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Thrifty, too—you can use Wesson again and again

For good nutrition—Wesson is America's most readily available source of pure vegetable oil—unsaturated and unhydrogenated.

New Frying Idea— Wesson Cheeseburger Steak

Heat Wesson Oil in heavy skillet. Start browning onion rings. When almost done, brown minute steaks. Season with salt and pepper. Top with strips of process American cheese. Luscious on toasted buns.



FREE BOOKLET "FACTS AND THEORIES ABOUT FATS AND OILS IN THE DIET". Write Wesson Oil People, Box 106, New Orleans, Louisiana.



TWENTY MILES OUT FROM GAMBELL IN THE BERING SEA, ESKIMO HUNTERS (CENTER) BUTCHER A FEMALE WALRUS ON THE ICE WHILE A YOUNG BULL (LEFT) WATCHES

THE BIG HUNT TO GET A LITTLE WALRUS

**Baby from the far north survives
and settles down in Coney Island**

Ever since a 1,100-pound walrus named Olaf made himself at home in the New York Aquarium at Coney Island (LIFE, June 24, 1957), aquarium officials have wanted to find him a mate. In fact, since walrus are sociable creatures, they hoped to build up a herd around Olaf. To achieve this they sent Carleton Ray, assistant to the director, up to Alaska to go walrus hunting with the Eskimos.

On St. Lawrence Island off Alaska, Dr. Ray joined the Eskimos who, every spring, put out into the Bering Sea in old whaling boats and native umiaks to hunt the migrating walrus. At this time of year the herds are moving north with their young and the Eskimos depend on a short five weeks' hunting season to provide them with walrus meat for a year. As the hunters shot a mother, Ray tried to rescue a live baby. It was hard work. The 150-pound blubbery youngster had to be pulled into the boat, carried ashore and dog-sledded into Gambell. In 10 days Ray got four bewhiskered babies and flew them to Coney Island.

There the aquarium faced trouble. The walrus were not beyond the nursing stage when captured. The proper diet for them had to be found and the babies had to be taught how to eat. The aquarium personnel eagerly pitched in with bottles, pans of messy food and even stomach tubes. Then pneumonia suddenly and tragically killed three of the babies. Luckily a small female, 133-pound Oonami, escaped the disease and last week was happily playing in her pool (p. 50). As soon as she puts on a few hundred more pounds she will join Olaf and in five or six years begin raising a family.

LUGGING A BABY, Carleton Ray carries it ashore → from whale boat at the end of a day's hunt. Here he is about to put it on dog sled for short ride to Gambell. He is wearing Eskimo sealskin mukluk boots.



CONTINUED

material



Stock cars streak around turn at Daytona Beach. In the past 5 years
Champions have powered 337 out of 353 NASCAR winners!

- Q. Why do 9 out of 10 stock car winners use Champion spark plugs?
- A. Champions give full-firing power. Put new Champions in your car every 10,000 miles. You'll get an *immediate* boost in horsepower...and save gasoline, too!



World's favorite spark plug—engineered for every car built by Ford, General Motors, Chrysler, American Motors, Studebaker-Packard, and every major foreign maker

CHAMPION



HOLDING NEWBORN WALRUS, Ray sprawls on ice as Eskimos skin dead mother. The small female was then floated by means of rope from ice to boat.



LOADING THE BABY into the boat, Eskimo hunters finally pulled her over the side. This is the only survivor of the four walrus Ray was able to capture.



WAITING TO TRAVEL, female and male sit in door of house in Gambell. They were pets of Eskimo children who had never seen a live baby walrus before.

CONTINUED



How we retired in 15 years with \$300 a month

"Strange, I remember it so clearly—and more than 15 years seems just a short while ago. For it's only thanks to what happened Christmas 1941 that we're living in Florida today, with our income guaranteed for life.

"That holiday afternoon we'd invited some people in, and as we waited for them to arrive, Dot and I sat by the living-room fire reading. Christmas always made me kind of stop and take stock, I guess. And *this year* I was turning forty. *I'm not getting any younger*, I thought, as I leafed through a copy of Life magazine.

"For years we'd cherished a favorite dream, Dot and I. Someday I was going to retire. We'd sell the house and move to Florida. Get just a *little* place where we'd be out in the sun all year. We'd get off the treadmill and have time for living.

"But we'd stopped talking about it lately. For we hadn't banked much money. At almost forty, nearly half my working life was behind me. So I began to wonder that afternoon . . . *Must I just live and work and die . . . doing the same thing every day?*

"It was what I was thinking, I suppose, that made me notice the page that said, 'You don't have to be rich to retire on an income.' I read it through. There *was*, it said, a way for an ordinary salaried man to get a lifetime income and retire. The Plan was called the Phoenix Mutual Retirement Income Plan. With it, I could get a

guaranteed income of \$300 a month beginning when I reached 55. To do it, I needed only one thing—fifteen or twenty good earning years ahead. Well I'll certainly look into this, I decided, cutting out the coupon.

"Soon my mail brought a booklet telling about Phoenix Mutual Plans. Yes, one was just right for me.

"Looking back, 1940 seems like yesterday. We saw the war come and go with all its worries. Again and again I was thankful we had started our Phoenix Mutual Plan.

"Well, Christmas 1956 rolled around—and we had a big party for I was almost 55 and set to retire. Soon after, my first Phoenix Mutual check for \$300 arrived. We got a good price for our house, packed the car and drove to Florida.

"We found just the little house we had dreamed of. And month after month the postman hands us our pay check. We're financially independent, and will be, *for life*."

Send for free booklet

This story is typical. Assuming you begin at a young enough age, you can plan to have an income of \$100 to \$300 a month or more—starting at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Plans. Similar plans are available for women. Don't delay. Send for your copy now.

ESTABLISHED 1851

PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

OVER 100 YEARS OF LIFE INSURANCE PROTECTION
FOR BUSINESS AND FAMILIES

COPYRIGHT 1956, BY PHOENIX MUTUAL LIFE INSURANCE CO.

Phoenix Mutual Life Insurance Co.
267 Elm Street, Hartford 15, Conn.

Please mail me, without obligation, your free 28-page booklet showing new retirement income plans

Plan for Men ☐ Plan for Women ☐

Name

Date of Birth

Business Address

Home Address

Walrus Hunt CONTINUED



CRATING A WALRUS. Ray prepares it for the 24-hour-long flight from Gambell to New York. The animals did not like being boxed up and barked unhappily.



FEEDING TIME at the airport for the young female, now named Oonami, proved trying. She would dip her whole face in the milk but did not know how to suck.

BACK AT AQUARIUM, HAVING FINALLY LEARNED HOW TO FEED, OONAMI PLAYS IN HER OWN POOL TILL SHE GETS LARGE AND STRONG ENOUGH TO JOIN OLAF





Every Ford has SAFETY GLASS in every window

On Worth Avenue, Palm Beach, Florida, the Ford Fairlane 500 Town Victoria . . . one of 21 new models in which you can enjoy Cruise-O-Matic Drive. In background, the new 4-passenger Thunderbird . . . another Cruise-O-Matic Ford that inspired the styling and performance for all 1958 Fords.

Try the Thunderbird magic of a Cruise-O-Matic Ford

It gives you the smoothest, most automatic driving
and turns Thunderbird "go" into gas savings, too!

Long highway haul? It was never so easy! City traffic? *Never* before so effortless! An especially steep hill? A car to pass? Cruise-O-Matic Drive glides into whichever gear is best for *any* driving situation, briskly . . . automatically! And a fluid torque converter keeps these automatic shifts a smooth, silent secret.

Want smooth, sure-footed starts on sand, mud, ice or snow? Shift from D-1 range, where all normal driving's done, to new D-2. This is the Thunderbird's own

automatic drive . . . and you can team it with the T-bird's own V-8 power in any Ford. Together they save up to 15 cents on every gas dollar. That's because of versatile Cruise-O-Matic's exclusive built-in over-drive feature and the Thunderbird V-8's "thrust-boosting," gas-saving Precision Fuel Induction.

And the best news of all . . . No one offers such a premium-performing automatic drive for so little. Come discover Ford's automatic Thunderbird magic for yourself.

58 Nothing
newer
in the
world



You are looking at 1965

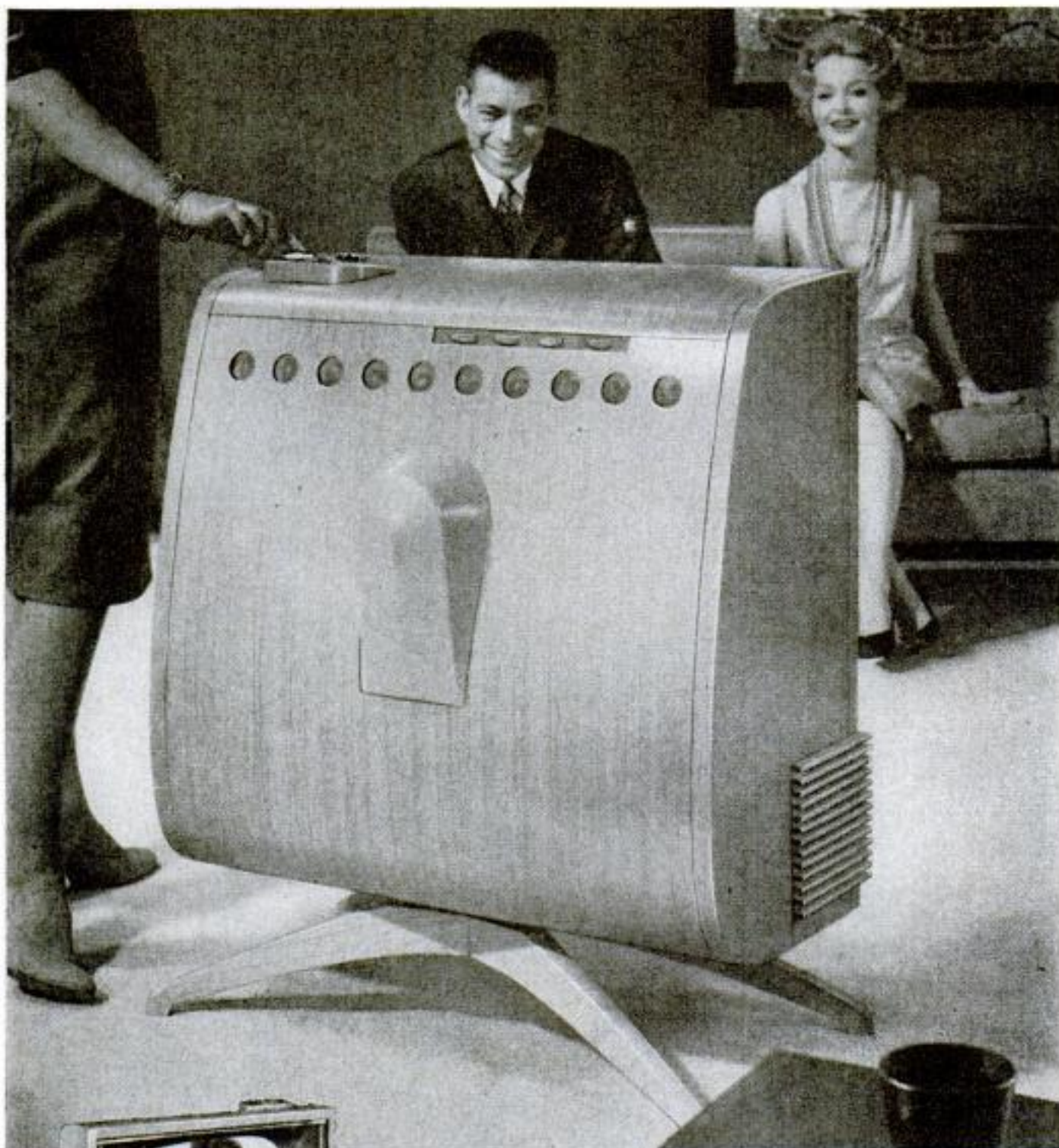
New and exciting from PHILCO!
TV today from the world of tomorrow.

In one bold stroke of scientific research, Philco has brought exciting new freedom and flexibility to television design!

Their ingenuity has created a new S-F (Semi-Flat) picture tube which measures less from front to back than any other. They have perfected a new Predicta chassis that puts more power in less space. And, for the first time in television history, they have freed the tube from the chassis.

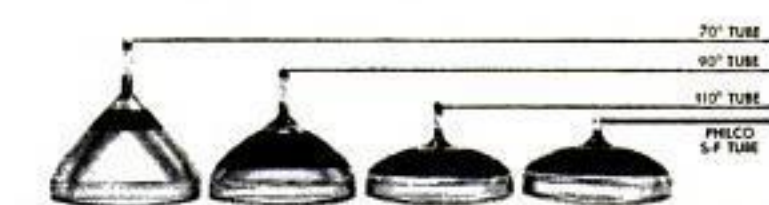
Result — Philco opens an entirely new avenue of television receiver design. New ideas, new forms, completely new approaches to the use and enjoyment of television.

The new '59 Philco sets are at your dealer's now. See them! See how they give you a more brilliant, true, picture-window view of TV-land. See TV right out of the world of tomorrow!



MODEL 4658S—21-INCH OVERALL DIAGONAL MEASUREMENT SCREEN

SWIVEL CONSOLE IN FULL DRESS CABINET! Even the back is beautiful. Gleaming wood finish all around. Full swivel! Beam it to dining area for mealtime, living area later — at the touch of a finger! Three-speaker Wrap-Around Sound. Pop-Up Tuner. S-F picture tube and Predicta chassis. Mahogany, Blond and Walnut finishes.



PHILCO TAKES A GIANT STEP INTO THE FUTURE New space-saving S-F picture tube allows Philco to take a totally new look at TV cabinet style. Result, the most exciting new television in the world!

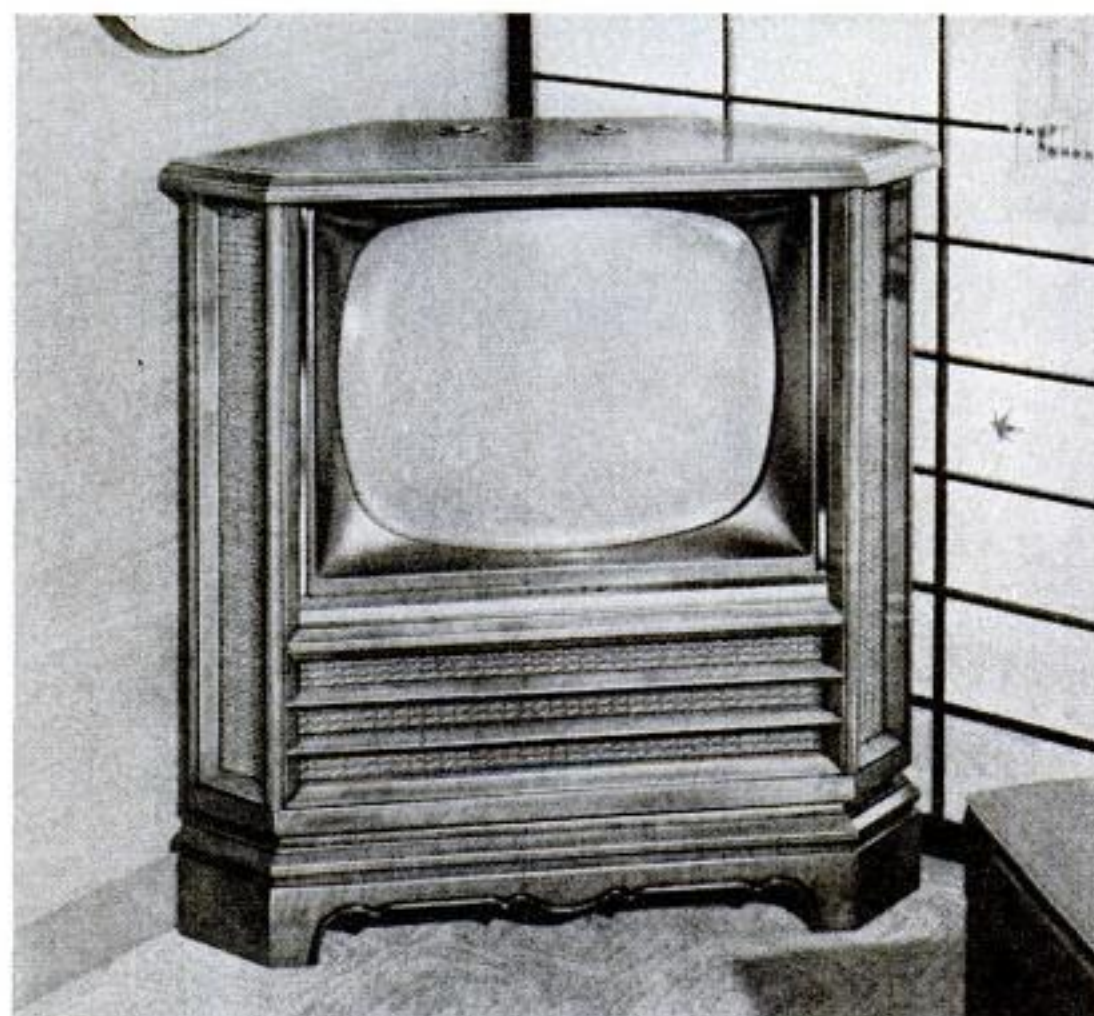


NEW AUTOMATIC PHILCO POP-UP TUNER! At a finger's touch the Philco tuner *pops up*, turns set on — lights channel selector. Touch again, and down it goes out of sight.



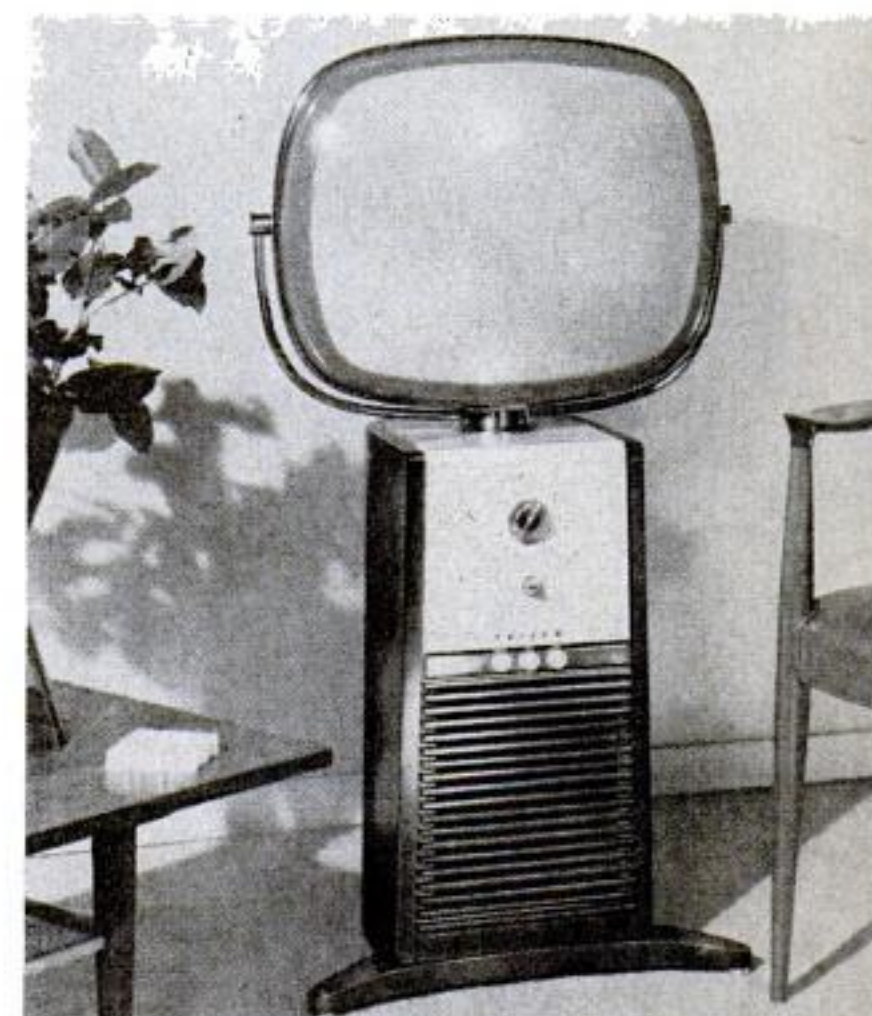
MODEL 6632S—24-INCH OVERALL DIAGONAL MEASUREMENT SCREEN

1959 MISS AMERICA CONSOLE! Five harmonically balanced speakers give you thrilling new Wrap-Around Sound! Wherever you sit, sound surrounds you. Slender cabinet swivels at a finger's touch. It turns to face the audience. Pop-Up Tuner. Mahogany, Walnut or Blond finished wood cabinet.



MODEL 4662—21-INCH OVERALL DIAGONAL MEASUREMENT SCREEN

MOST COMPACT CORNER CONSOLE! Big picture, yet takes up less space than a floor lamp. Three speakers, one under the screen and one on each side of it, give you Picture Frame Wrap-Around Sound. Pop-Up Tuner. Mahogany or Maple finished wood cabinet.



MODELS 4654 & 4242—21-INCH OVERALL DIAGONAL MEASUREMENT SCREEN

PHILCO Predicta TELEVISION! New look of television! The picture, completely enclosed in its own case, "floats" and swivels above its cabinet. Finished all around, can be placed anywhere in the room. Its gleaming brass trim and beautiful woods blend with any décor.

LOOK AHEAD... and you'll choose

PHILCO

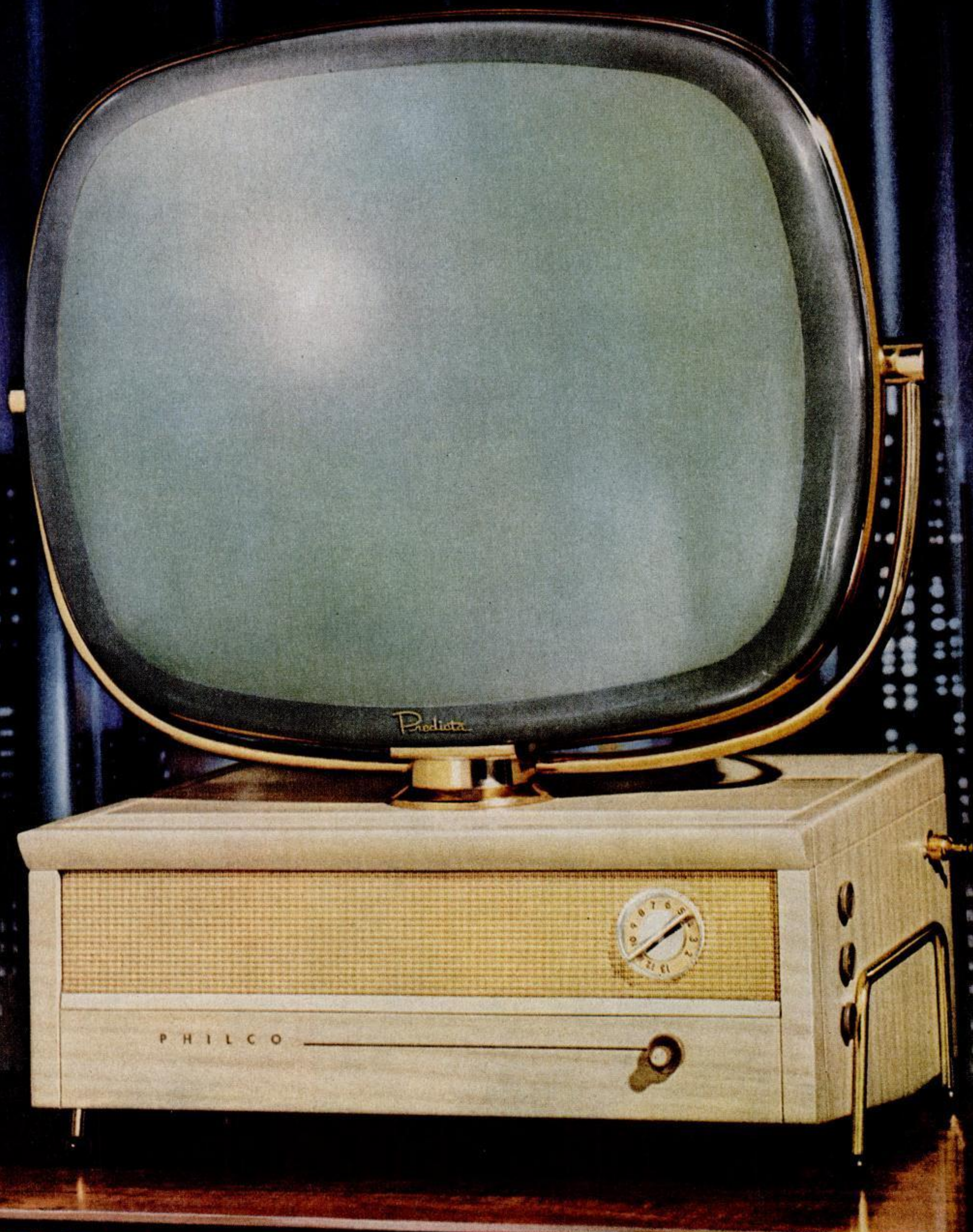
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Philco Predicta Pedestal (above). Most unique TV console ever designed. Choice of Mahogany or Walnut finish. Model 4654. **Philco Predicta table TV (right).** Sound out front. Mahogany or Blond finish cabinet only 8" high. Model 4242-M— **\$259.95** Blond, as shown, \$269.95

SLIGHTLY HIGHER WEST

PHILCO



PHILCO *Predicta* TELEVISION

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Wood Carvers' Comeback

YOUNG U.S. SCULPTORS REVIVE NEGLECTED ART

For more than 200 years the wood carvers' art in America has been practiced chiefly by craftsmen and whittlers. Most of the serious sculptors of the past preferred to emulate antiquity by working with marble. Recent sculptors have specialized in creating forms out of molten metal or hammered steel. But today the art of wood sculpture is enjoying a lively boost. A number of young sculptors around the country have turned to wood with enthusiasm, creating sculpture that is impressively individual and often imposing or witty.

A major reason for the revived interest in wood sculpture is matter-of-factly summed up by Elbert Weinberg (*opposite page*), a 30-year-old sculptor of New Haven, Conn. who says, "I like wood because I can afford it." Like others of his contemporaries, Weinberg does not have the means to pay the high cost of casting clay sculpture into metal or even of buying and transporting marble. Wood is not only cheap (a six-foot log of walnut costs him about \$80) but also durable and yielding. "It doesn't fight you," says Weinberg.

A sensitive, romantic artist with the ingenuity of a Yankee cabinetmaker, Weinberg creates dramatic figures of angels, rabbis and brides. He hews sensuous curves and surfaces in walnut or beech, joins forms together by intricate armatures, wood pegs and glue. On these pages *LIFE* shows the work of Weinberg and two other accomplished young wood sculptors.

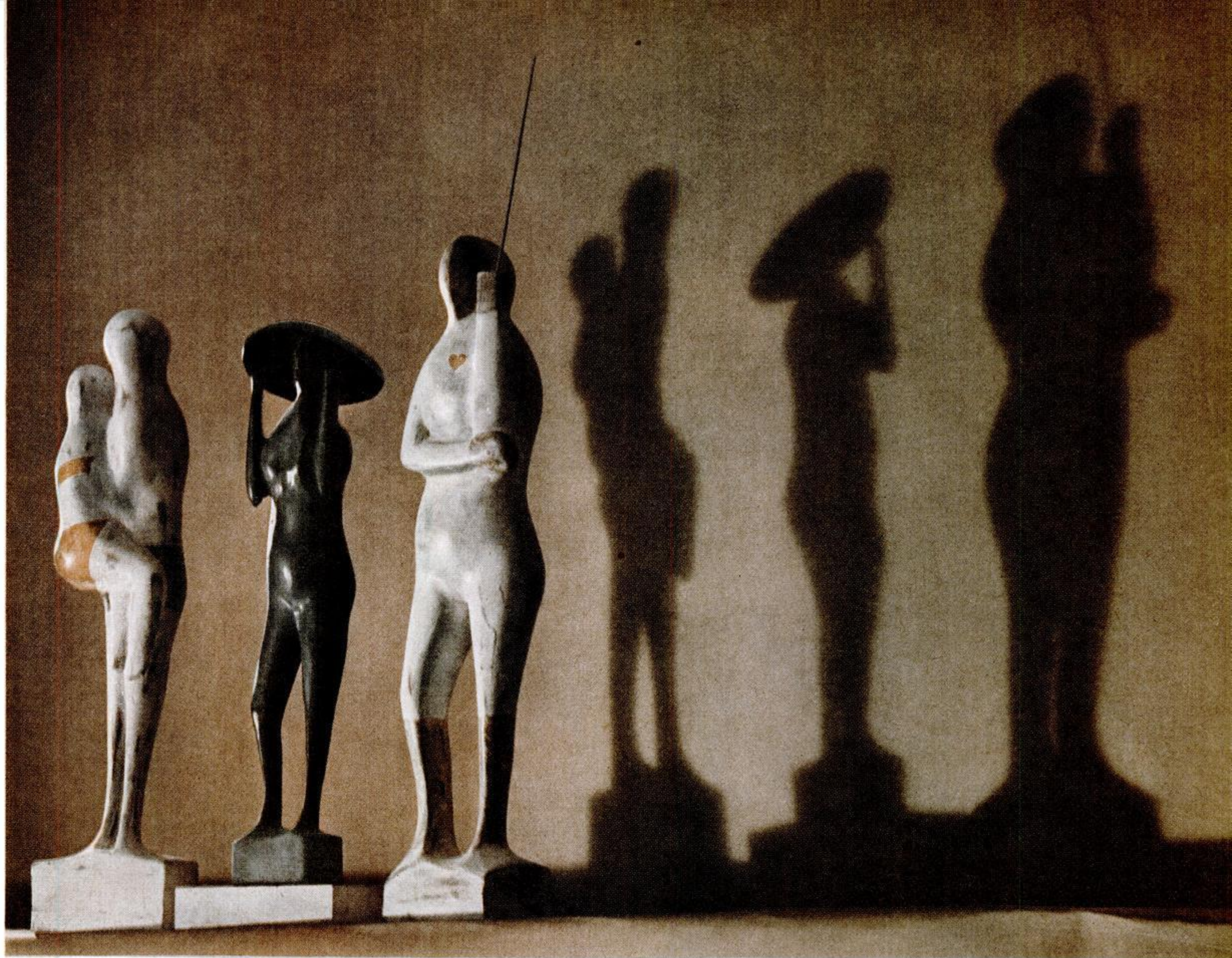
RITUAL FIGURE, blowing mightily upon a horn, was carved from beechwood by Elbert Weinberg in 1953. It is more than five feet tall. Its arms are joined to body by wood pegs.

BOUND ANGEL, priced at \$6,000, awaits completion in Weinberg studio as the artist sharpens gouge. He made bizarre forms atop statue to suggest tattered wings, caged effect.

COURTESY MUSEUM OF MODERN ART







SHAPES AND SHADOWS create double images of King characters. At far left is a woman bather held by a man who has rescued her. In center, wearing

large hat, is another bather whose body has literally been burned almost black. At right is fencer who, like rescue pair, is decorated with white gesso and paint.

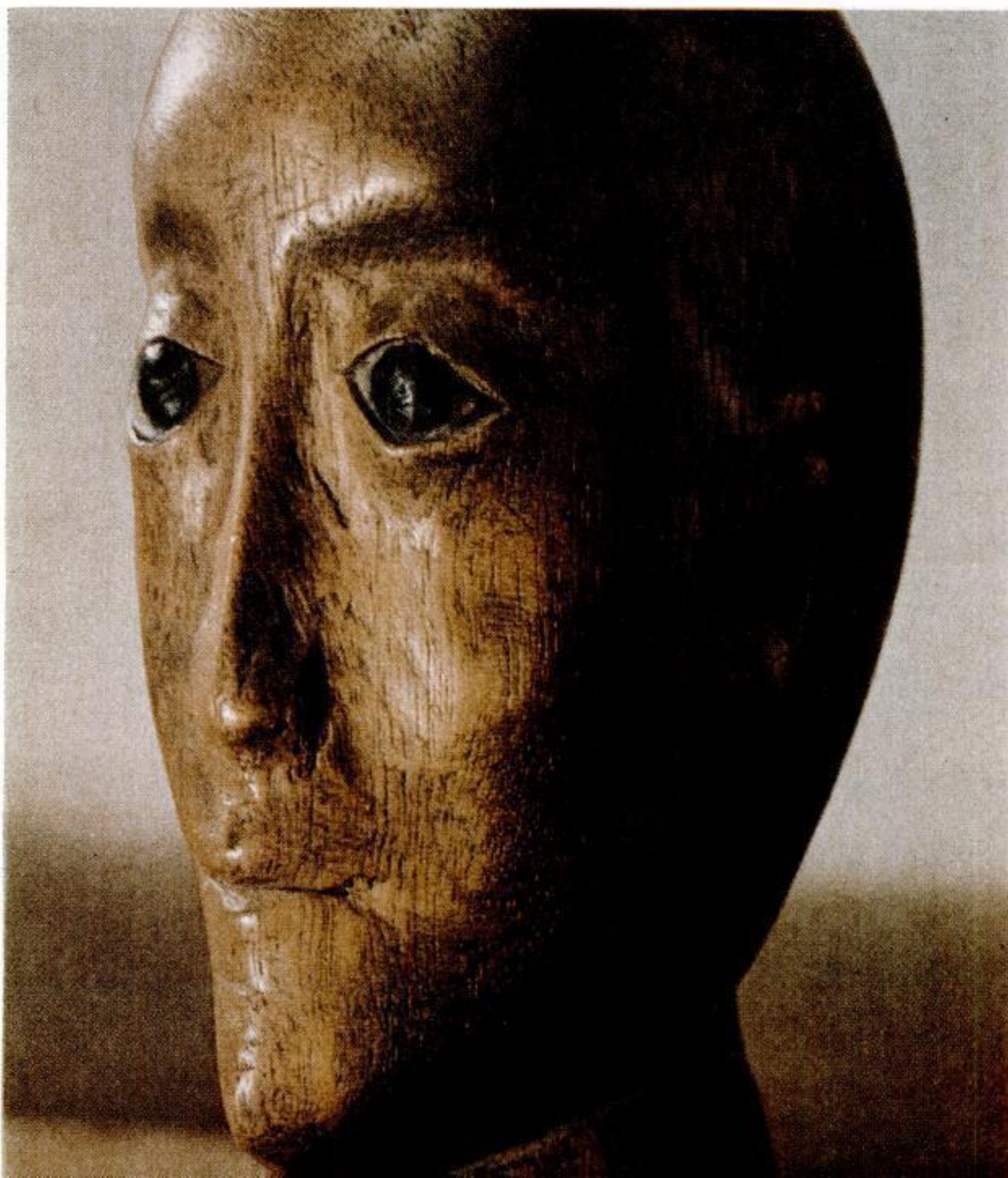
PAINTED SHAPES IN DROLL ARRAY

Most successful of the young wood sculptors is William King, a 33-year-old Florida-born New Yorker. Since 1953 he has sold 25 wood figures at an average of \$500 each. The key to King's success lies in the humorous, human quality of his art—in his whimsical images of bathers, musicians, dancers and athletes. Some he decorates with paint, like American folk art, or scorches to darken the wood.

Before he became well known, King supported himself by such odd jobs as carving breadboards in the contours of turtles and making store window displays of animals and waterfalls. Eager to "tie in with something more permanent," he has designed lamps for synagogues and a sculptural mural for a ship. But he devotes most of his time to "portable" sculpture, adding about 15 members a year to his cast of colorful wood characters.

EXECUTIVE with uneasy look was carved from same mahogany log used for all works shown here.

← **WOODEN SELF-PORTRAIT** was made almost life-size by King (*left*) who is himself six feet one.



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Milk makes Energy!

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Have a glass of cold, refreshing milk
when you need a lift that lasts.

*Milk is high in protein.
It's a powerhouse of energy.*

Recharge—and carry on
refreshed, really refreshed,
lastingly refreshed.

*You never outgrow
your need for Milk—and
the proteins in Milk.*

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MILK

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Representing the dairy farmers in your area
See "The Bob Crosby Show" on NBC-TV

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PORTRAITS OF FAMILIES were carved by Marisol out of mahogany boards, then nailed together into groups. Marisol, here holding mallet and chisel, got the

idea for these stern figures from an early American coffee grinder created in the shape of a man. Since then she has carved four families, has more on the way.

LATIN BEAUTY'S HOST OF STERN PEOPLE, STARING PETS

For the past four years a quiet Latin beauty who goes only by her first name of Marisol has been fashioning a host of wood images—families, cats, totem poles and queenly ladies. When they were finally exhibited in New York City this year their rough-hewn contours and staring countenances startled and charmed gallery-goers. One critic, interpreting for the reticent young sculptor, termed her art a “creative pursuit of spiritual ancestors.”

Marisol's sculpture surprises 28-year-old Marisol (her last name is Escobar) almost as much as the art world. Born in Paris of Venezuelan parents, she decided to become a painter when she was 16 and spent

the next few years studying at art schools in Los Angeles, Paris and New York. In 1951 Marisol saw a New York exhibition of pre-Columbian sculpture whose earthy and artful portrayals of animals and people captivated her. For three years she thought about them, then one day began to create her own wide-eyed variety of people and animals, first in clay, then in wood. Within a year she was working full time at sculpture. Though she has not done a painting since 1954, Marisol occasionally brightens up her wood families with painted faces and clothes. But most of the time she resists the urge to color her sculpture. “People don't like it painted,” she says regretfully. “They would say I was not serious.”

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AGAIN FAST!**



No glass, no water to bother with! Just chew a few Phillips' Tablets—like candy mints—and you'll get on-the-spot relief from upset stomach, heartburn, gas, or other symptoms of acid indigestion. Phillips' Tablets contain one of the *fastest, most effective* "stomach sweeteners" ever known! They taste good, too—so carry them with you wherever you go!



**PHILLIPS'
TABLETS**



WATCHFUL CAT, a two-foot mahogany sculpture with doll's eyes, was inspired by Marisol's own cats. She sold

wood cat for \$400 and got rid of live cats because "they were always staring at me, especially in the bathtub."

There's never any frost to defrost with new Frigidaire Frost-Proof freezing!



*Whee! No more
defrosting
ever again!*

NOW — a Freezer Compartment that never needs defrosting. No more scraping, dripping, spill or mop-up — or frost-locked packages and trays. In this revolutionary new Frigidaire Refrigerator-Freezer, there's *never* any frost to defrost.

An entirely new kind of cold whisks away heat and moisture — out of the freezer forever — so frost can never form. Food flavors and vitamins are locked in by sub-zero cold.

And up in the refrigerator compartment, all foods are super-chilled with Frigidaire Flowing Cold—and *never* any frost to defrost.

It's the world's finest foodkeeper—from Sheer Look beauty to mammoth 133-pound Freezer Chest, with In-a-Door Ice-Ejector that serves up sparkling-dry ice cubes by the score. It all sounds too good to be true—but you'll believe it when you *see for yourself* at your Frigidaire dealer's today.

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*Sheer Look outside—
Sheer Magic inside!*

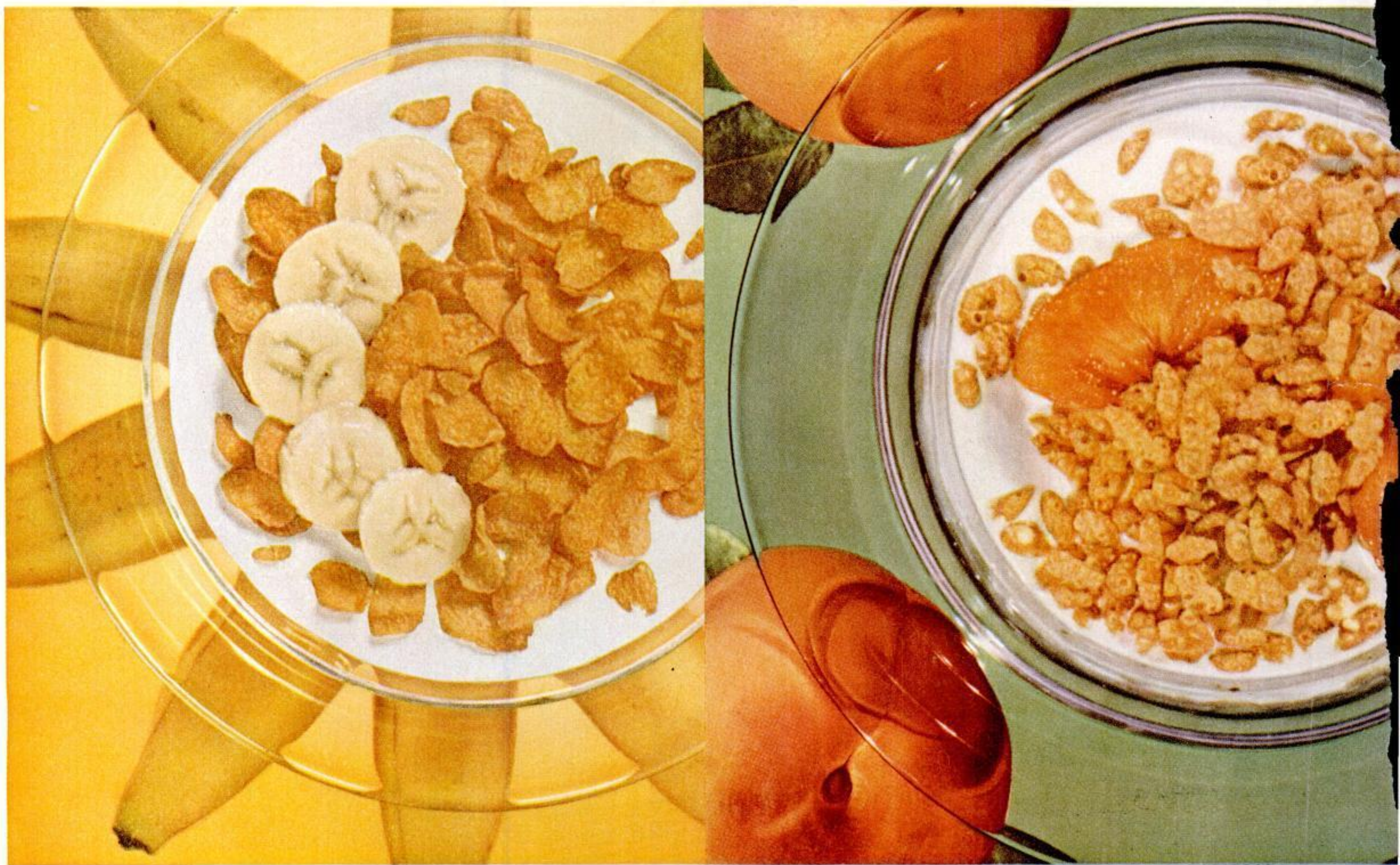
*Ends Frost
Forever!*

Model FP-142-58 Choice of Four Sheer Look Colors sold by Frigidaire at the price of white

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Happy eatin' from **Kellogg's**
it's fruit 'n'



Now's the time—while fruit is at its freshest and plentiful best—to enjoy that most refreshing of all summertime breakfasts. That means your favorite Kellogg's cereal topped off with your favorite fruit. Real easy and inexpensive to do, too . . . because Kellogg's is "standing treat" for the fruit.

FREE OFFER!
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All you do is mail in the tops from any two packages of Kellogg's Corn Flakes or Kellogg's Rice Krispies (or one of each) and we'll send you a Kellogg's "Bank Note" worth 25¢ on your purchase of any fruit—good in any store. Mail to: Fruit and Cereal, Box 850, Marion, Ohio.

... And happy eatin' to you! (Offer limited to one request per family and expires August 31, 1958.)

FRESH FROM **Kellogg's** OF BATTLE CREEK

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New Kotex napkins with the Kimlon center protect better, protect longer. Now Kotex adds the Kimlon center to increase absorbency, to keep stains from going through. With this inner fabric, the Kotex napkin stays even softer, holds its shape for perfect fit. Choose Kotex — the name you know best — in this smart new package.



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SHARI CONSIDERS AN ARMFUL OF CHICKS FOR SHOW. ONE WEEK SHE FEATURED EGGS THAT HATCHED ON CAMERA

Puppeteer for Moppets

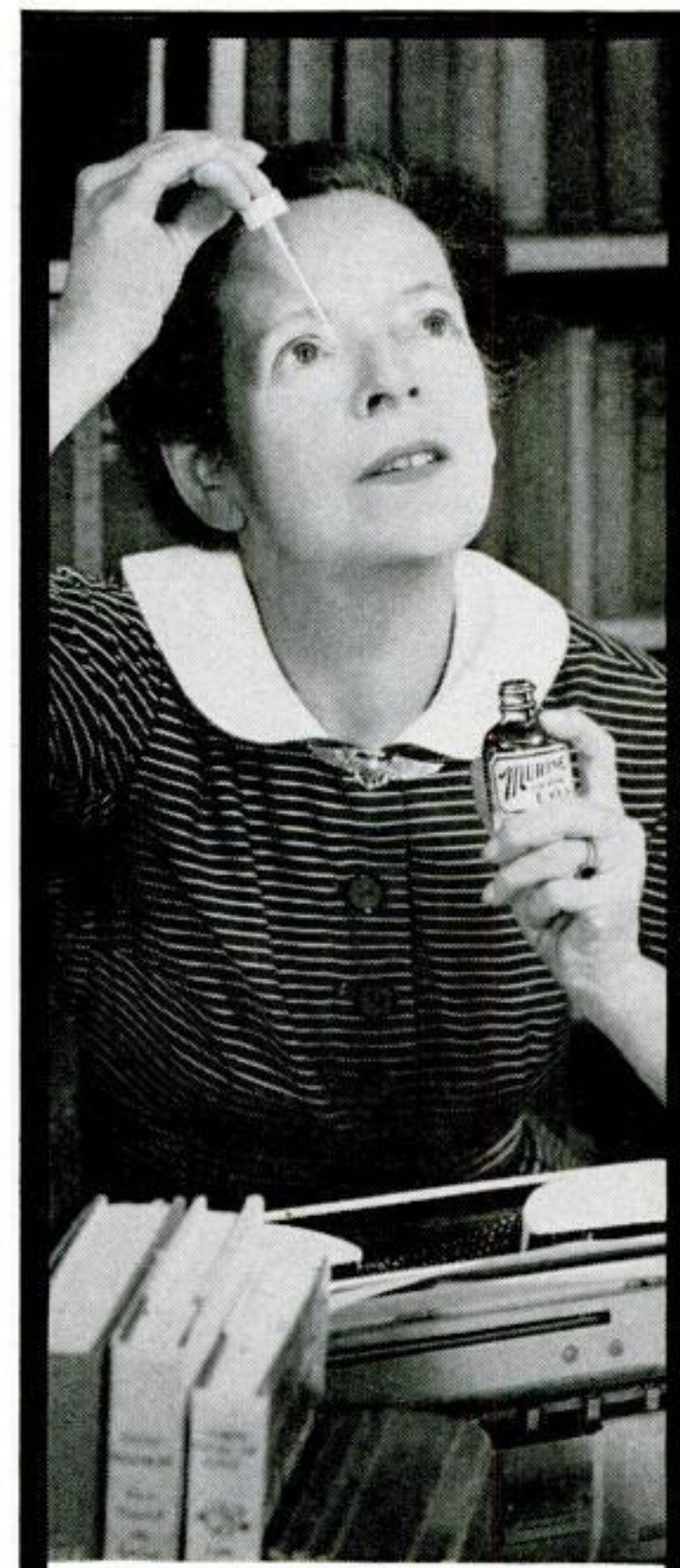
Especially on Saturdays, when Daddy is home, thousands of parents can now smile blissfully in morning sleep—all thanks to Shari Lewis. Shari is a five-foot, 97-pound, red-headed girl with extraordinary gifts as a ventriloquist and puppeteer. She loves animals, both live and imaginary, and likes to carry on long conversations with them, sing lively songs

with them and get into furious quarrels with them. Five mornings each week from 9 to 10 a.m., and on Saturdays from 8 to 9 a.m., she uses these lovely arts over New York's NBC outlet WRCA-TV to bring a fascinated and starry-eyed stillness to those homes in metropolitan New York that need it most. And for this a grateful industry has awarded her two Emmys.



TWO FAVORITE CHARACTERS on Shari's programs are at each side: Lamb Chop (left) is a dumb blond of a

small sheep, very frivolous, and Charlie Horse (right) is a pun-loving pony who likes to tease poor little Lamb Chop.



*"How I use
Murine
to rest
my eyes
while
working"*

FAITH BALDWIN, author of
"Many Windows,"
her seventy-fourth and
newest book

"What with all the writing and reading I do, my eyes often feel tired. So I keep Murine handy to refresh and rest them." Good idea for you! Use Murine every day to soothe your eyes and wash away discomforts of dust, smoke, glare. Great help first thing in the morning and before bedtime, too.

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Unbreakable
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CONTINUED

No more rough,
dry calloused skin.
No more nylon snags



AMAZING
Pretty Feet
New
"dead skin eraser"
removes
dry, dead skin
in seconds!

At Last! Science has found a revolutionary new lotion to soften and remove rough, dead skin . . . in seconds. An amazing new "dead skin eraser", called Pretty Feet. You rub it on, see rough, dead skin roll off in little balls.

Callouses are rubbed away layer, by layer. Heel bumps, too. Rough, dead skin on hands and legs, heels and elbows comes right off, exposing the softer, younger skin beneath. You won't believe it till you see it. Try Pretty Feet, yourself—today! Dunbar Laboratories, Wayne, N. J. At leading department and drug stores.



PUPPETEER FOR MOPPETS CONTINUED



PLANNING SHOW Shari and Lan O'Kun who writes Shari's material examine puppets that make regular or brief appearances and plot out new stories.



AT FAMILY REHEARSAL Shari and husband, Producer Jeremy Tarcher, watch her father, Yeshiva University Professor Abraham Hurwitz, do magic.



ON PERSONAL APPEARANCE Shari stages a show at a playland ranch near New York. But this was late Saturday when most parents were already up.

A Story of **DAD'S**



Old King Cole, a merry old soul
Insisted on Dad's in his flowing bowl
Called out for his fiddlers three
Said: "Hey! This is the drink for me."



Get 3 Hit Records!

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6 top tunes 7" - 45 RPM -
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There's no use *talking*—when you can say it all in Kodacolor snapshots! They almost seem to be *alive*. Kodacolor Film captures color as it really is. And with your very own camera—any box, reflex, or 35mm camera.

First time you try Kodacolor Film, you'll get pictures to be proud of. You can have

brilliant enlargements made, too—as big as 11 x 14 inches!

Get a roll of Kodacolor for this weekend, and take the pictures you've been promising yourself. You can have your Kodacolor snapshots processed locally in many cities, or processed by Kodak. Just ask your dealer.

See Kodak's "The Ed Sullivan Show" and "The Adventures of Ozzie and Harriet."

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CARRYING SPEARS, SWORDS AND SHIELDS, VIKINGS MARCH WITH PURPOSEFUL TREAD TOWARD THE ENGLISH FORTRESS WHERE THE DEFENDERS AWAIT

Rousing Epic of the Vikings

NORSE LICK BRITISH IN A MOVIE BATTLE

The Vikings is a spectacular, brawling epic of the heroic days when Norsemen got good and sore. Sensitive moviegoers will probably recoil from it. Hardly has it started when Kirk Douglas (Prince Einar) has an eye plucked out by a falcon, Tony Curtis (the slave Prince Eric) has a hand chopped off, and Janet Leigh (Princess Morgana) is kept busy fighting for her honor. Then the English throw Ernest Borgnine (the Viking King Ragnar) into a pit of hungry wolves, and the Vikings, losing all patience, sail against England.

What follows could have been planned by the Marines. The Vikings execute an approach march over the dunes to the English king's castle. They crash in with a battering ram and this starts a battle that will be fought over and over again all this summer by smaller-sized Vikings in half the backyards of America.

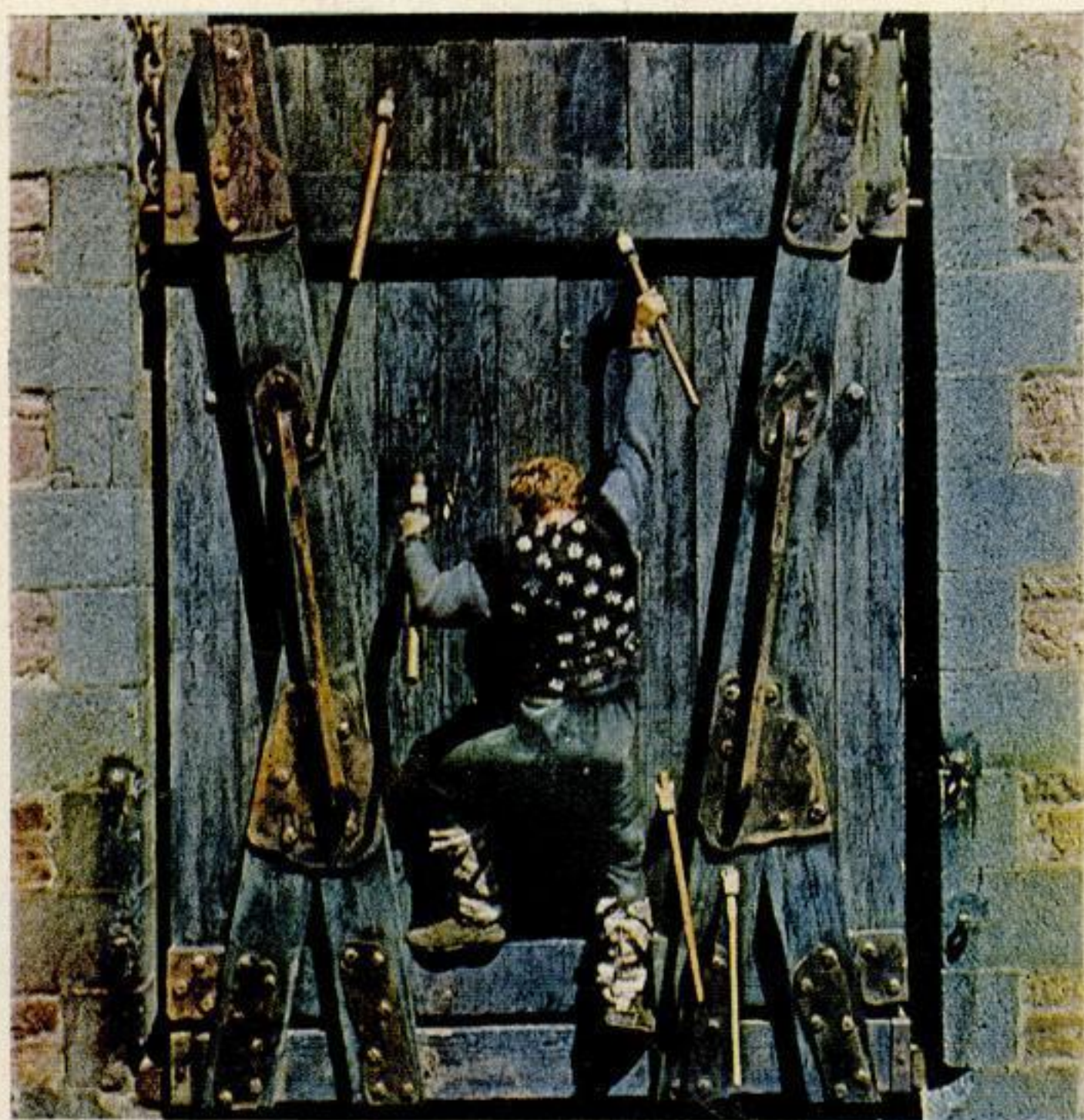
CRASHING THE GATES with tree trunk used as a battering ram, the Vikings win the outer works.

← **SIGNAL TO ATTACK** is given by Einar, the Vikings' leader, as he brandishes his battle-ax in air.





IN A MIGHTY LEAP, Prince Einar, ignoring arrows and rocks raining down on him from the English on the walls, crosses crevasse to castle's main gate.



CLIMBING THE GATE, Einar uses the handles of battle-axes which Vikings have hurled into the wood as a ladder to reach the machinery controlling doorway.

VIKING BOWMEN COVER EINAR'S CLIMB WITH BRISK BARRAGE OF ARROWS →



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BROADSWORDS CLANGING, the Vikings and English have at each other in castle's outer court.

The battle swirls up and down walls and through the castle's halls until finally the Vikings win the day.



ATOP THE CASTLE two Viking princes, Einar and Eric, fight for Princess Morgana. Eric wins—

because Einar, having just learned that Eric is really his brother, hesitates to kill and so is killed.

CONTINUED



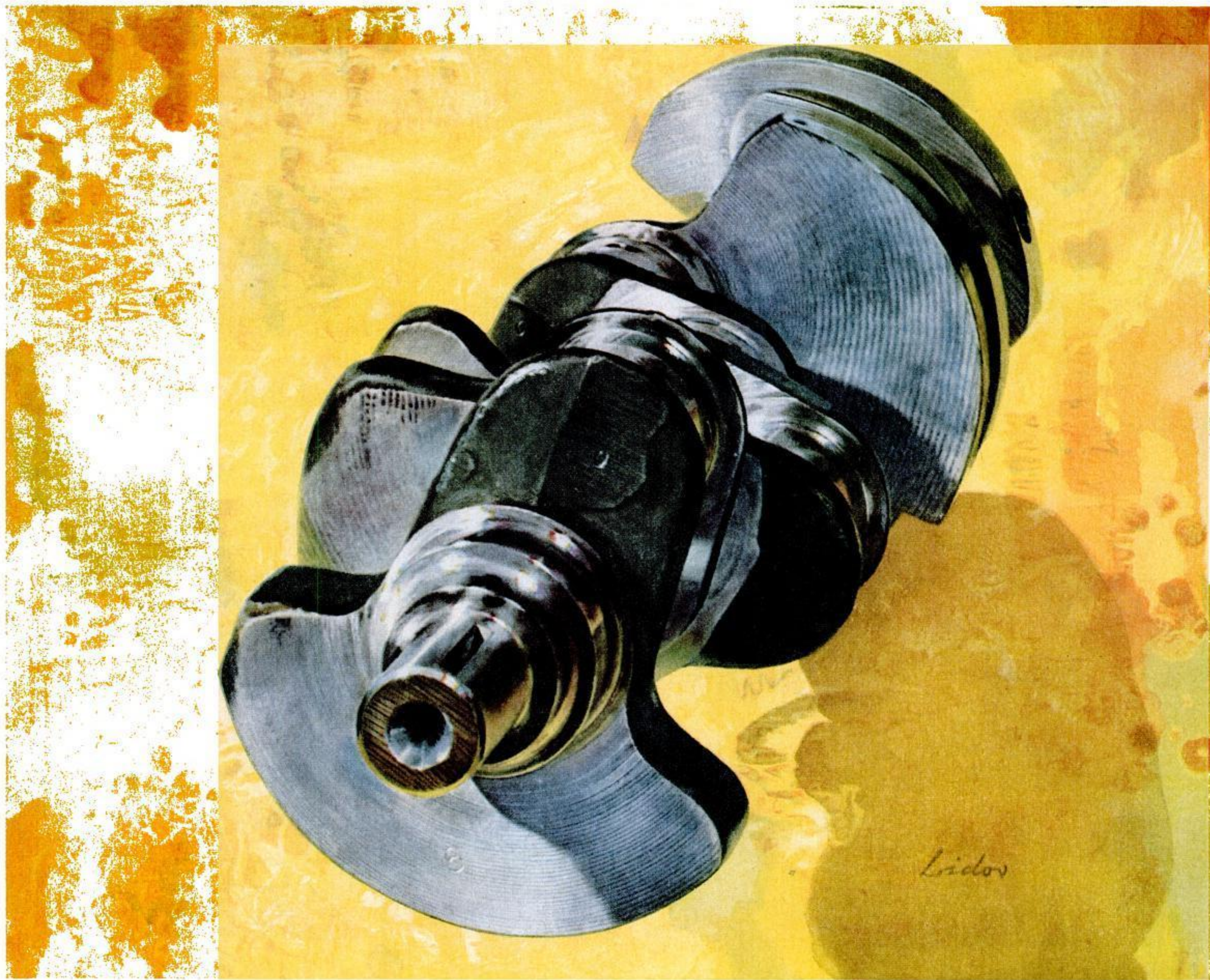
IN FUNERAL PROCESSION the Vikings, now under the rule of Eric, solemnly escort the body of their dead battle leader Einar from the castle to sea.

RESTING ON HIS SHIELD, Einar's body is borne past Eric and Morgana to a ship which, set afire, will set its course for Valhalla, the Viking warrior's heaven.



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A genuine Chevrolet crankshaft—the mighty backbone of your Chevrolet engine.

Keep your Chevrolet dependable with genuine Chevrolet replacement parts.

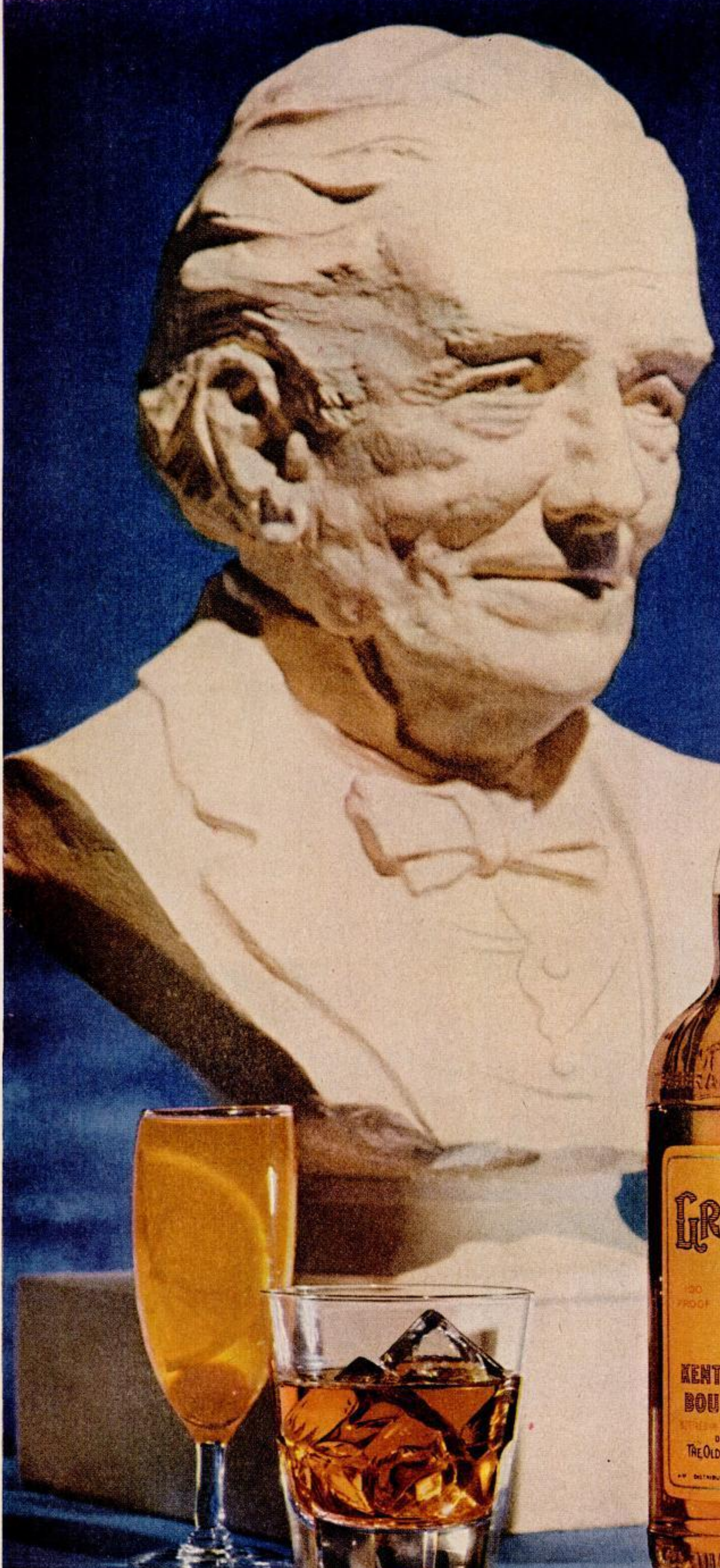
Take this crankshaft, for example. During a year's average driving, it revolves over 25,000,000 times.

So, when replacements are necessary, you can see why it's important to use parts built to the same exacting standards and of the same top-quality materials as the original assembly. Genuine Chevrolet parts meet these standards. They're designed and manufactured to work together in your Chevrolet.

Depend on genuine Chevrolet parts to keep your Chevrolet dependable. . . Chevrolet Div. of General Motors, Detroit 2, Mich.



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GENUINE PARTS
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“Head of the Bourbon Family”

One drink
shows you why


Yes, one drink—and you understand why Old Grand-Dad has merited its proud title for generations.

You will understand, too, why it is the one whiskey you should serve to your guests.

Of course Old Grand-Dad cannot guarantee your social success, but it helps.

Because every guest will agree with you that this is the finest of all bourbons.

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KENTUCKY

Straight from Kentucky—
a truly American whiskey



MUSIC



ON PEDAL-DRIVEN SWAN BOAT GARLANDED WITH GLADIOLI, CONDUCTOR RICHARD BURGIN LEADS HIS 18-PIECE ORCHESTRA IN HANDEL'S "WATER MUSIC"

U.S. SOUNDS A SUMMERY NOTE

The bulging U.S. enthusiasm for music takes its strangest forms in the summer. In Boston musicians from the city's symphony orchestra set off by swan boat to navigate the Public Gardens lagoon and play Handel's *Water Music* for spectators on the shore at the Boston Arts Festival. They rendered the piece as it was first done in 1717 when England's King George I heard court instrumentalists run through it while his entourage floated down the Thames on a royal junket. Though there was not always enough band in Boston to get Handel heard clear across the Gardens, the

citizens were as pleased last week as the king was, over two centuries ago.

In Mason City, Iowa, the music was a lot louder. There the town turned out enough instrumentalists to provide its home-town composer, Meredith Willson, with a real brass band the size of the fancied one in his Broadway hit, *The Music Man*. "Can you imagine!" Willson shouted. "They said they'd have 76 trombones and 110 cornets and there they were. My goodness, I thought I was dreaming." Elsewhere in the U.S. (following pages) music was also taking on a dreamy summery quality.

208-PIECE BRASS BAND LED BY WAVING COMPOSER MEREDITH WILLSON MARCHES UP MASON CITY'S MAIN STREET PLAYING HIS "SEVENTY-SIX TROMBONES"



"I vouch for
Dash dog food...
famous for liver.
Your dog ought
to try it. This
special 10¢ coupon
will help you pay
for it. Cut it
out... cash it at
your grocer's now!"



Hear Arthur Godfrey
on CBS radio and
television Monday
through Friday



10¢

REDEEM AT YOUR GROCER'S

to be applied toward the purchase of one 16-oz. can of Dash Dog Food.

pay to the order of *Dash Dog Food Customer* \$00.10
Ten Cents

MR. DEALER: You will be reimbursed by Armour and Company for the 10¢ allowed by you to a customer upon the next purchase of Dash Dog Food (16-oz. can), plus 2¢ handling allowance, provided you will, upon request, show by invoice that sufficient product to cover all coupons redeemed has been purchased by you prior to date you tender the coupons for reimbursement. For redemption, coupon must be sent to Nielsen Coupon Clearing House, Box 142, Clinton, Iowa.

Cash redemption value 1/20 of 1¢. Coupon nontransferable and void if taxed, prohibited or restricted by law. This offer expires Dec. 31, 1958.

10¢

10¢



COMPOSER IN THE BAND, Willson wears plumed headgear of Thompson, Iowa outfit and howls happily as he gets set to play with flute section.



BAND STROKING A CREW, Seattle Symphony musicians play *Row, Row, Row Your Boat* to salute the undefeated Washington U. crew as it rows by.

CONTINUED

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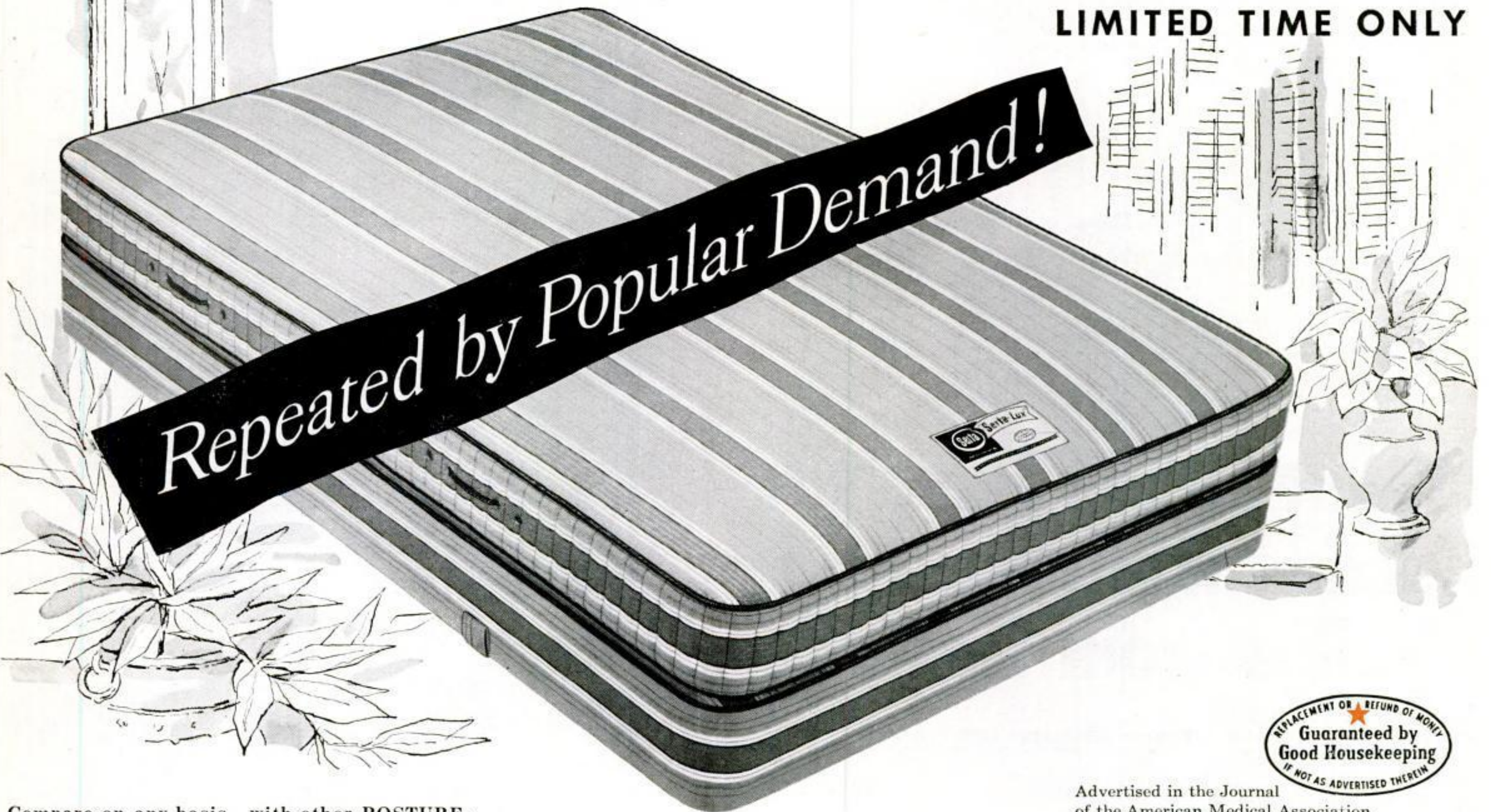
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Same Low Price

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Compare on any basis...with other **POSTURE-TYPE** mattresses price-tagged much higher...

If you missed last year's sale, here is your chance to buy a modern, *smooth-top* mattress, priced *way down*...so easy on your pocketbook.

Smooth on top...and on bottom. No buttons. No tufts. The truly *modern* way to sleep.

Crush-proof border won't break down.

Stays smooth...upholstery firmly anchored. Can't shift, slide or bunch up.

Extra leveling layer...extra support for healthful, spine-level rest.

Eight vents give free-flow cross ventilation inside mattress so it breathes. Four handles for easy turning.

Heavy-woven fabric cover...long-lasting, smooth, handsome.

Matching box spring...scientifically designed for maximum service and comfort.



Advertised in the Journal
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Made by the makers of the
Serta "Perfect Sleeper"®
Smooth-Top Mattress

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Serta introduces the new **SERTA-BILT** Mattress

LIMITED TIME ONLY

\$38⁸⁸

Full or Twin Size

Matching Box Spring Same Low Price

A tufted mattress...an economy mattress on which we are proud to put the Serta name. Compare with tufted mattresses priced much higher.

Designed overall to give years of comfort and sound sleep.

Cross-ventilation... sturdy handles for easy turning.

Only the vast production of 42 Serta factories can give you so much mattress at such a thrifty price.



SERTA ASSOCIATES, INC. Executive Offices, 666 N. Lake Shore Dr., Chicago 11, Ill.

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What if you have an accident a thousand miles from home?

Will you know where to turn for help?

You *will* know, if you've bought your car insurance through an independent agent in your community—a man you know and trust. Just as you would get in touch with him if you had an accident in your own block, you can get in touch with one of his fellow agents anywhere in the country.

There are over 100,000 *independent* agents in the United States who display the seal below. So, even 1,000 miles from home, you know there's an experienced independent agent as near as the nearest phone. You know that he can be at your side without delay, day or night, to protect your interests.

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Only an Independent Insurance Agent Can Display This Seal

NATIONAL ASSOCIATION OF INSURANCE AGENTS, INC.

SUMMERY NOTE CONTINUED



CHICAGO UKULELE LADIES hold biweekly strumming sessions on Hawaiian music. Members, all over 45, are accompanying dancing Beatrice Fowle.



HOLLYWOOD BONGO BEATERS hold open-air jam session in a park to match skills. Bearded beater at barrel drum is "Nature Boy" Eden Ahbez.

3 new ideas in an easy-to-fix summer supper

☆ French Cassoulet ☆ Pickled Fresh Carrot Sticks ☆ Mixed Honey Tossed Salad

YOU CAN BE SURE of catching compliments, whether you serve this quick and stylish summer supper to the family or as company fare. Here is plenty of good solid eating for the meat-and-potato men in your life—with a flair that appeals to the ladies.

And easy does it all the way, because *you and Heinz together* turn these favorite foods into glamorous supper dishes!

Secret of this simple and substantial warm-weather meal is one real heat-beater of a main dish: Bean Cassoulet that's French as France and made with Heinz Beans. They're those better-flavored, firmer-textured beans that Heinz chefs sauce to glory. Fact is, all four kinds are great alone or fancied up with cheese, bacon, onion—whatever your imagination or your refrigerator dictates.

With this French Cassoulet serve crunchy bread, a spicy relish of pickled carrot sticks and a truly different salad of greens and fruit. Toss it with a simple and unusual dressing that's no more than a blessing of light salad oil, honey and winey Heinz Apple Cider Vinegar.

☆ **Salad as first course** is a great summer eating idea from California. You need a fine vinegar to make a good salad dressing. Since vinegar is the least expensive item in your salad, it pays to use the best—and that's Heinz.

Honey Tossed Salad

Fill a chilled salad bowl with 6 cups crisp greens (escarole, chicory, lettuce, dandelion) torn into eatable pieces. Top with 3 well-drained cups of fruit (any kind—fresh, canned or frozen). At the table sprinkle with $\frac{1}{2}$ tsp. salt, add 2 Tbs. salad oil. Toss well—then drizzle with 1 Tbs. honey and 4 Tbs. Heinz Apple Cider Vinegar. Toss again. Makes 6 servings.



Quick Tricks To Keep Summer Cooks Cool

☆ **Easy Barbecue Sauce.** Combine 1 cup Heinz Hamburger Relish, 2 tablespoons Heinz Worcestershire Sauce and $\frac{1}{2}$ cup water. Heat to boiling; simmer 5 minutes. Use as a basting sauce for hamburgers, spareribs, roasts, frankfurters, etc.

☆ **Souper Sandwich.** Heat Heinz Condensed Cream of Mushroom Soup just as it comes from the can. Serve over flaked salmon or tuna on toast. Delicious!

☆ **Kabob on a Bun.** On 5 or 6-inch skewers arrange alternate slices of frankfurters (cut crosswise), Heinz Krink-L-

Chips, tomato wedges. Broil 15 min. on greased broiler or outdoor grill, turning several times. Serve with Heinz Ketchup.

☆ **Chilled Tomato Soup** adds real flair to summer meals. To 1 can of Heinz Condensed Tomato Soup add $\frac{3}{4}$ cup of water, $\frac{1}{2}$ cup of sour cream, 1 tsp. horseradish, $\frac{1}{8}$ tsp. ground nutmeg. Blend thoroughly and chill in refrigerator. (P.S. You can add a dash of sherry if you wish.)

☆ **When eating out** look for the familiar bottle of Heinz Ketchup in fine restaurants everywhere. It's always a sign of good eating.

No other
ketchup
tastes like
HEINZ



\$100 for recipes. Send us your recipe using any Heinz product. If we use it in our advertising, we'll pay you \$100. H. J. Heinz Co., Box 28, D-LI-78, Pittsburgh 30, Pa.

*You know it's good
because it's*

Heinz 



French Cassoulet

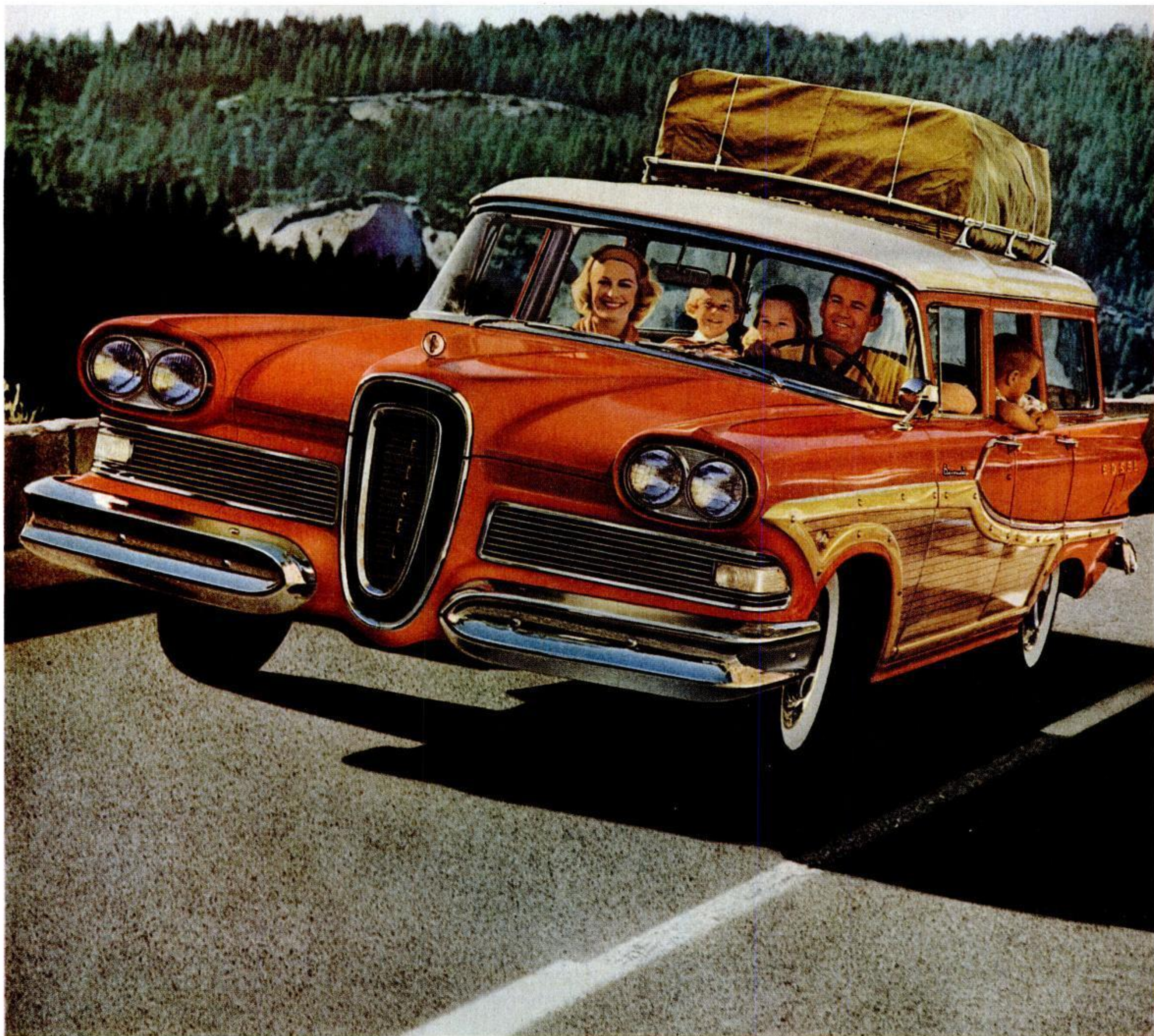
Partially cook 4 strips bacon; remove from skillet. Brown 1 large onion, chopped; 2 cloves garlic, minced; and 1 tablespoon chopped parsley in bacon fat. Add 1 cup white wine (or $\frac{3}{4}$ cup water and $\frac{1}{4}$ cup lemon juice) and $\frac{1}{4}$ cup Heinz Ketchup. Simmer 5 minutes. Combine with 1 cup diced cooked meat and two 1-pound cans Heinz Pork and Beans in $1\frac{1}{2}$ quart casserole. Top with partially cooked bacon. Bake at 350°F. 45 minutes. Makes 6 servings.

Pickled Carrot Sticks

Scrape crisp carrots and cut into strips $\frac{1}{4}$ -inch thick. Cover with liquid from Heinz Pickles (we'd suggest Heinz Krink-L-Chips or Fresh Cucumber Pickle—but take your pick from Heinz 21 kinds). Let stand several hours in refrigerator. Drain. Arrange on a plate with pickles, parsley or watercress.



"Biggest frozen food department in town!"



DRAMATIC EDSSEL STYLING is here to stay —bringing new distinction to American motoring

In one short year, the fresh and original individuality of Edsel styling has become a familiar part of everyday American life. Today, everyone recognizes the distinctive Edsel. And everyone who's driven an Edsel knows that Edsel *features* are out in front, too. Exclusive Teletouch Drive that lets you shift by a touch at the steering-wheel hub, Edsel's high-economy engines, new self-adjusting brakes and comfort-shaped contour

seats are the biggest advances in years. Why not enjoy all these wonderful features—and drive the car with the advanced design—right now? Especially since there's less than fifty dollars difference between the magnificent new Edsel and V-8's in the Low-Priced Three!* See your Edsel Dealer about it this week.

EDSEL DIVISION • FORD MOTOR COMPANY

Less than fifty dollars difference between Edsel and V-8's in the Low-Priced Three

*Based on comparison of manufacturers' suggested retail delivered prices.

CLOSE-UP

As a staff meeting breaks up in his office, Couve de Murville (second from left) chats with some of his key colleagues.

"These staff conferences are very useful. They give me a chance at direct contact with a great many men and to hear their views. This time we discussed questions for a possible summit conference and pressing problems in Tunisia and Morocco."

THE new minister smiles at a joke about him at his first formal meeting with a large press group.

"Foreign policy cannot be based on anything but close cooperation between government and public opinion. I think that this government has had a favorable reaction from the start. This is important. We don't mind criticism; it's part of the business."



A Pro as Key De Gaulle Aide

FOR the first time in 40 years a career diplomat is running French diplomacy. Maurice Couve de Murville, former French ambassador to the U.S. and West Germany, is now De Gaulle's minister of foreign affairs. Through a steady merry-go-round of successive French cabinets a stream of politicians has handled the foreign relations of France. Few of them knew much about diplomacy. "After the well-intentioned amateurs, the too-talkative or too-imaginative political men to whom it was necessary to teach their jobs," said the renowned Paris newspaper *Le Monde*, "we have a man who knows his job, who is capable, competent, earnest and discreet."

Couve de Murville, shown in these exclusive LIFE pictures as he tackles his big job, has a solid background for the post. During two U.S. assignments as

CONTINUED

DE GAULLE AIDE CONTINUED

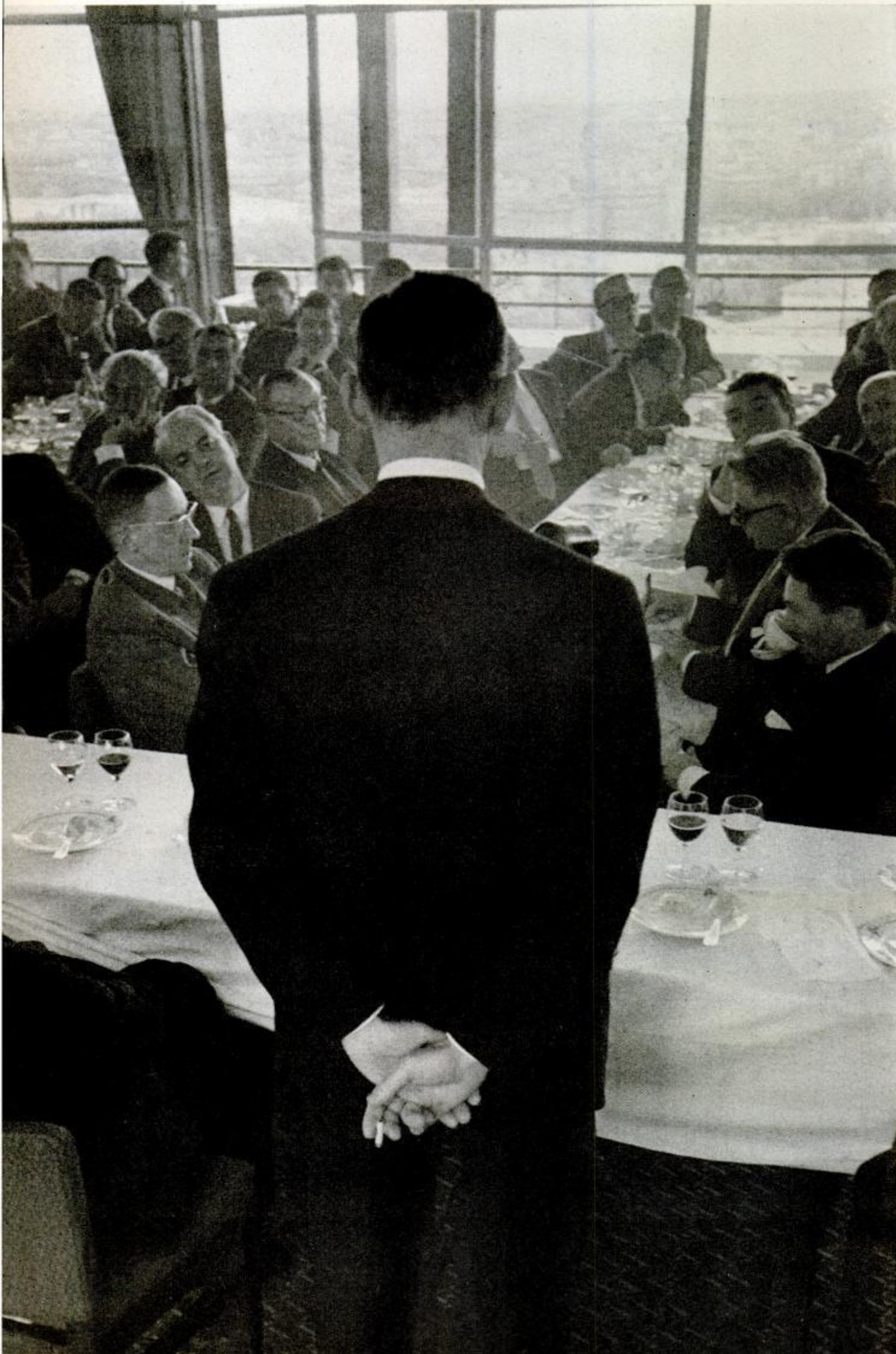
a French delegate to the U.N. between 1947 and 1950 and as ambassador (1954-56), he got to know and like America—and many key Americans got to know and like him. During his two years in Germany—he was playing golf at Cologne when he heard of his new job—tough old Konrad Adenauer grew so fond of him that he went out of his way to give him a special farewell lunch. This mutual liking can be of enormous help in dissolving some of the ancient Franco-German enmity. Couve de Murville's record as a strong internationalist is also helping France in NATO and the U.N.

Son of a judge in Reims, and a Protestant, 51-year-old Couve de Murville became a government official at 23. He escaped to North Africa from Vichy France during the war and acted as one of De Gaulle's top aides in London. He shares the general's view that France must have a firm moral fiber but engages in a good deal of give-and-take with his boss in discussing foreign policy. "The general has some strong views," he observes with diplomatic tact. A hard worker, Couve de Murville relaxes completely when he can. He visits his eldest daughter in the country along the Seine west of Paris to play with his two grandchildren and stroll in the gardens. He enjoys looking at the flowers but draws a sharp line. "I myself hate gardening," he says.



GENERAL DE GAULLE (center) and M. Couve de Murville (right) meet British Prime Minister Harold Macmillan (left) at Orly Airport. Behind Macmillan is British Ambassador Jebb.

"There was no formal agenda, nothing to be decided, at the meetings with Prime Minister Macmillan—nor will there be at the one with Secretary Dulles. Our purpose is to talk informally on the world situation and for the American and British governments to find how France feels. For example, both militarily and politically we must take a more active part in NATO."



He gives the basis of his policies to members of press at Eiffel Tower lunch.

With his daughter Dorothee, he practices golf swing. He shoots in 90s.

"1) France is the heart of Western Europe. 2) She belongs to the Western world. 3) In Africa she has interests and responsibilities which are of prime importance to her."

"I golfed with many diplomats in the U.S. and Germany but strictly for pleasure, with very little diplomatic small talk. Golf is for relaxation, not business."

CONTINUED

BALLET Russe de MONTE CARLO USES NEW HIGH-FIDELITY MIRRORS

Precision mirrors help achieve perfection in rehearsals

Performers of the Ballet Russe de Monte Carlo rehearse in their New York studios before a wall of precision mirrors. By watching themselves in action they can eliminate even the slightest flaws that may creep into their repertoire.

These precise *High-Fidelity* Mirrors are made of Pittsburgh Plate Glass by a special twin-grinding process—a process which produces the clearest, most faithful image any mirror can give in line, form, color and beauty.

You can get these same *High-Fidelity* Mirrors of TWIN-GROUND Pittsburgh Plate Glass for your own home—in a variety of exciting decorative styles and sizes, including full-length door mirrors. And they are moderately priced. Ask for them at your favorite home furnishings or department store. And for a free idea-packed brochure on *High-Fidelity* Door Mirrors, write to Pittsburgh Plate Glass Company, Room 8265, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.



OBSERVING THEMSELVES in the critical mirrors, the troupe rehearses choreography based on a composition by Brahms. New *High-Fidelity* Mirrors assure precise reflections.



TWO OF BALLET PRINCIPALS strike a classic ballet pose against the sparkling glass background. Quality door mirrors now use same precision-made glass.



VAST WALL of New York studio is completely covered by *High-Fidelity* Mirrors of TWIN-GROUND Pittsburgh Plate Glass. Line, form, color and beauty are all faithfully reflected.



PITTSBURGH PLATE GLASS COMPANY

© 1953, Pittsburgh Plate Glass Company



FAMILY gathers—daughter Dorothee (left), wife Jacqueline—in apartment on Paris' Left Bank.

"We have lived in this same apartment more than 25 years. It's an early 17th Century house. In an old house there are always so many things to be done."



SEATED on heater, M. Couve de Murville listens to his daughter playing the piano.

"Dorothee was at the Conservatoire in Paris. When I became ambassador to Washington, she continued at Juilliard in New York. She plays quite well."

At oldest daughter's home, 9 miles west of Paris, he plays with dachshund, Xenophon.

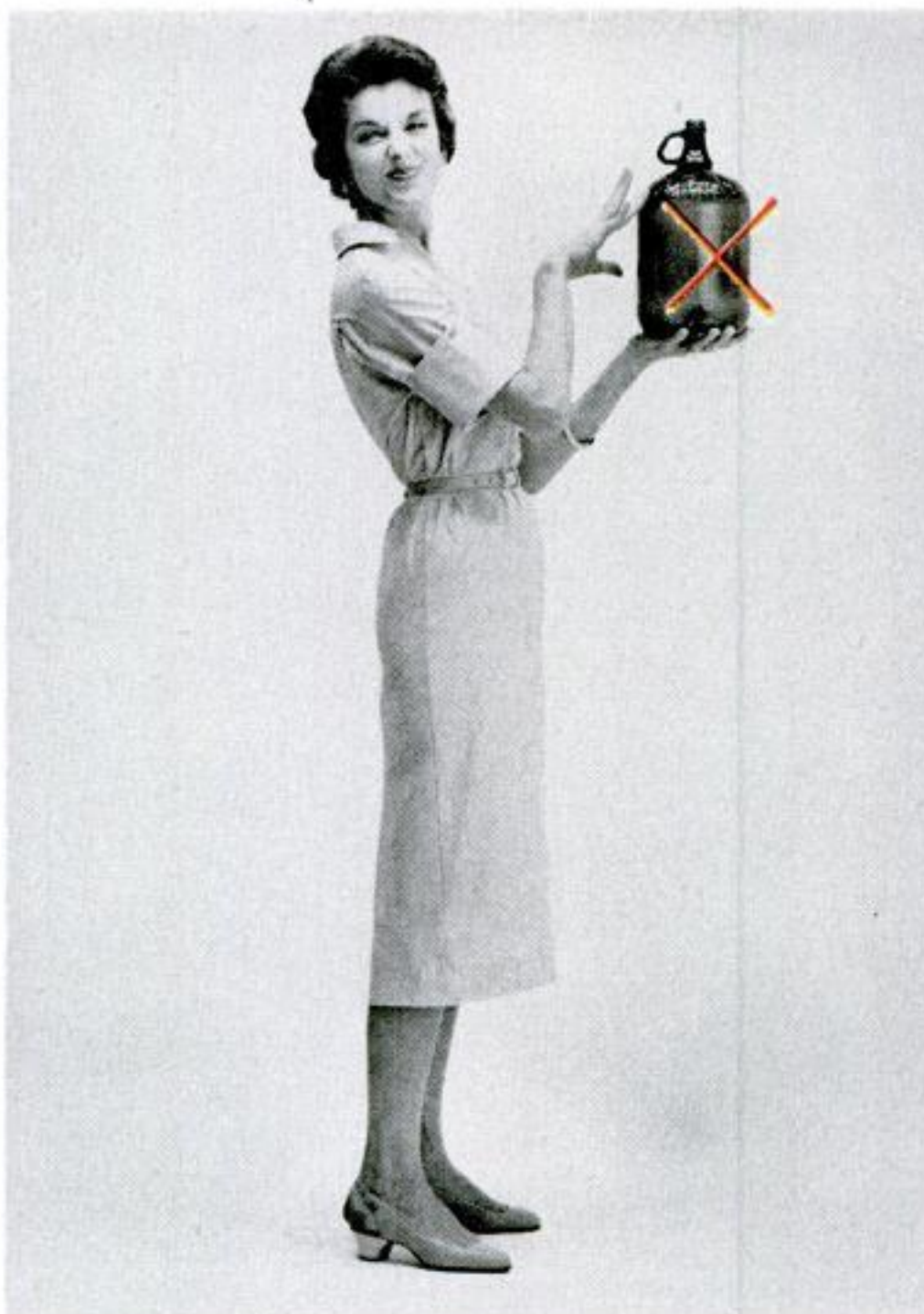
"Xenophon came along in 1949, and, according to the stud book, dogs born that year had to have names beginning with 'X.' That didn't give us much choice."



LIQUID BLEACH SPILLS



LIQUID BLEACH SMELLS



BLEACH BOTTLES BREAK



"Now you can laugh at liquid bleach problems!"

AT LAST! A SAFE DRY CHLORINE BLEACH THAT BEATS ANY LIQUID BLEACH

POWERFUL...but not a liquid bleach!

DRY...but not a weak "preventive" powder!

Imagine! Amazing new *Safety Beads* packed with concentrated chlorine bleach. Safe!...because the powerful built-in bleaching action only begins when the Safety Beads dissolve in your washer.

There's no pre-mixing—no splashing, spilling worries—you pour or sprinkle Beads-o'-Bleach right from the new foil box. You'll like the clean smell (it never clings to your hands). And a new built-in "brightener" even gets *dingy* shirts extra white (no liquid bleach has it). Try Beads-o'-Bleach *this* week.



Each 18-oz. box equals about a half gallon of liquid bleach...for about the same low price, too.

BEADS-O'-BLEACH



© 1958, PUREX CORPORATION, LTD.



Now! **Chocolate** Chiffon—sheer pie delight

Make it in 9 minutes with Jell-O Chiffon Pie Filling

Chiffon pie—star of the dessert world—now comes to you in that most popular of flavors—*chocolate*.

No cooking! Just add milk and sugar to Jell-O Chocolate Chiffon Pie Filling. And beat.

You can't fail. Thousands of tests made in the General Foods Kitchens prove you can't make a mistake. We guarantee it.

Enjoy Lemon and Strawberry Jell-O Chiffon Pie, too. At your grocer's—for pennies.

Jell-O is a registered trademark of General Foods Corporation



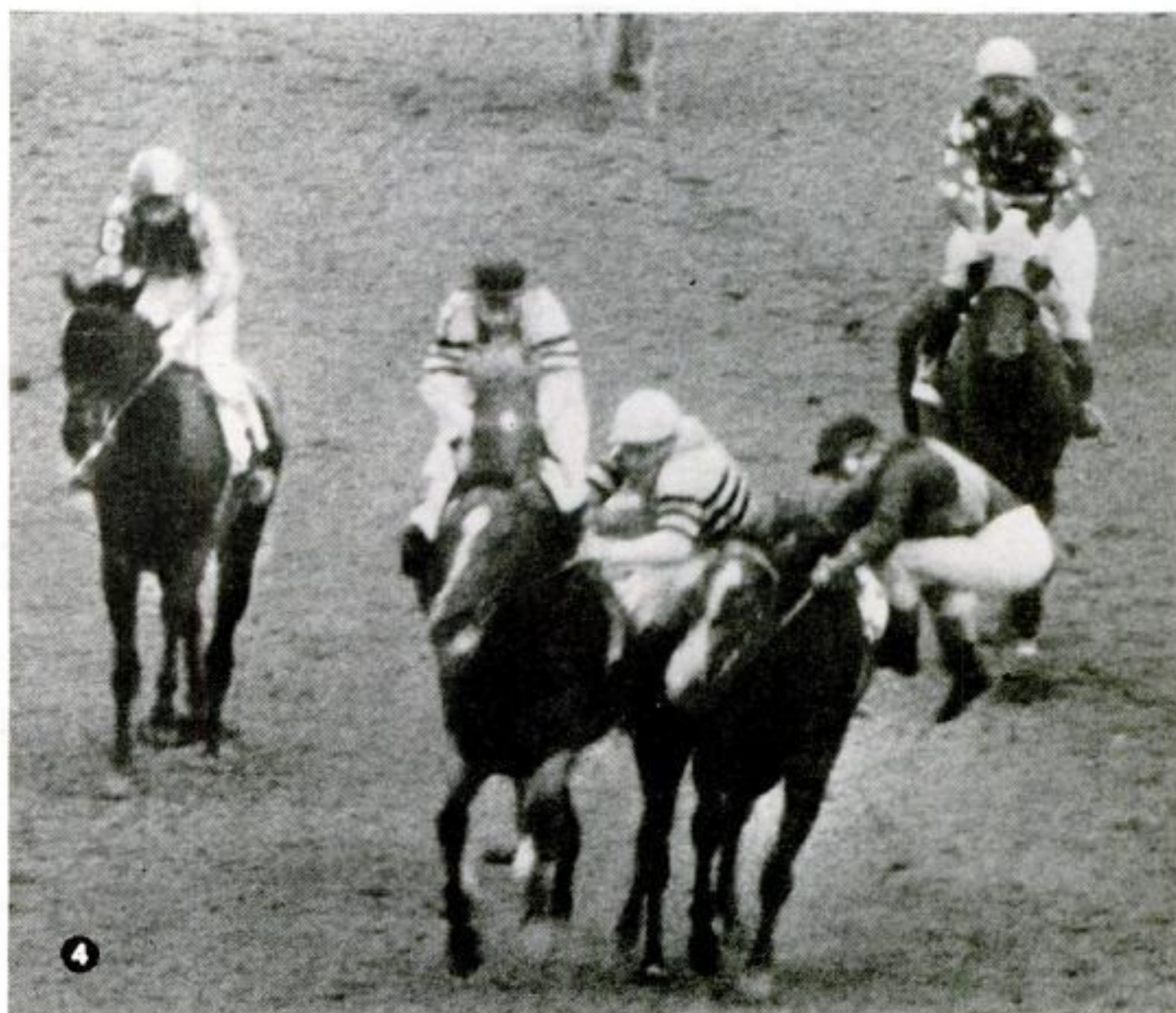
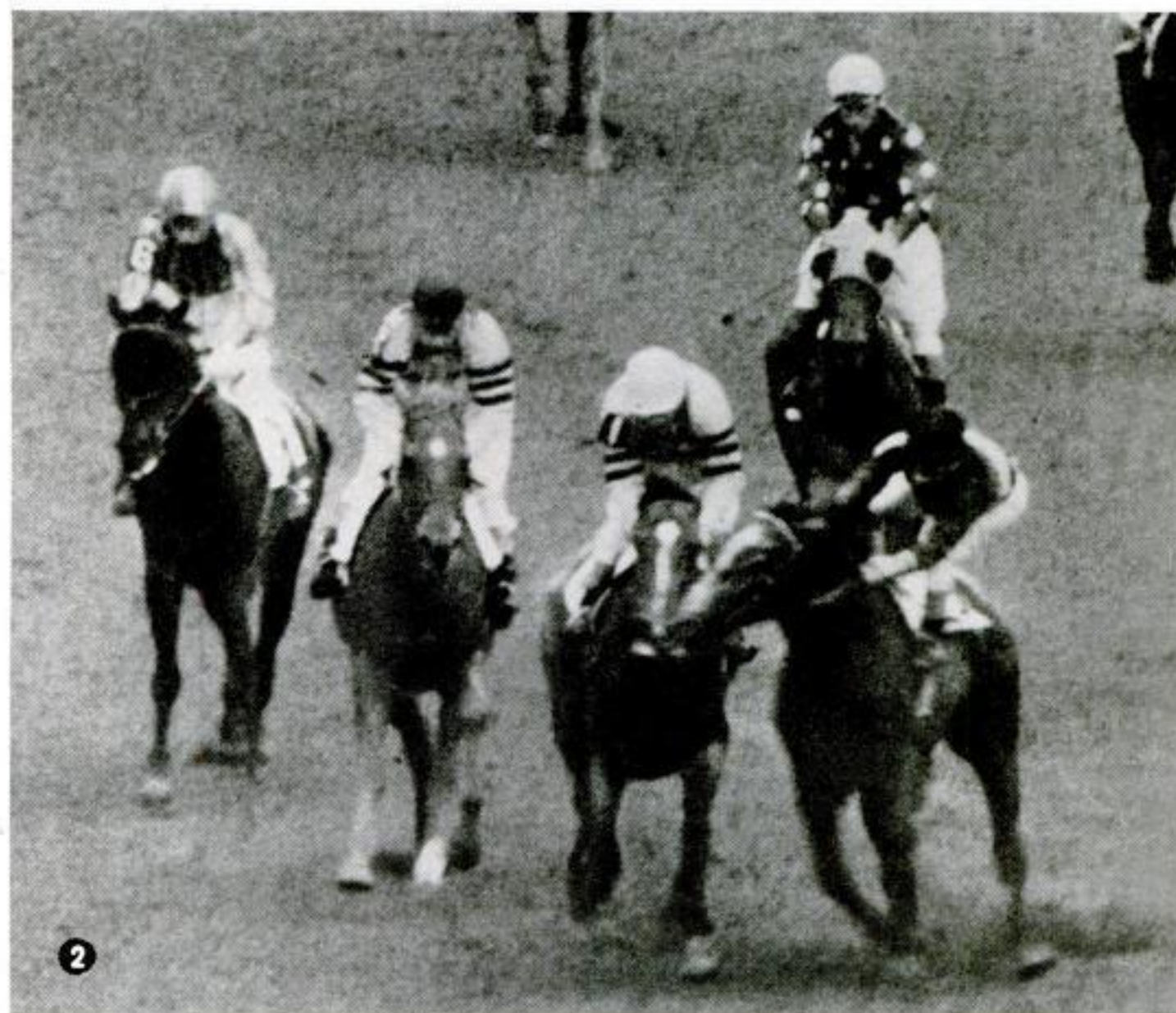
SPORTS

BAD WINNER'S BITING FINISH

A 16-1 shot before the race, Hal's Boy had a right to be pleased when he romped past the finish a winner by a nose. Instead, as shown by these official photos taken at Cleveland's ThistleDown Track, Hal's Boy reacted by taking a bite of the nose he had just beaten.

Yards past the wire (*picture 1, below*), Hal's Boy (*lower right*) bolts and veers toward Alice

Belle, who finished second. Snapping viciously at Alice Belle (2), Hal's Boy throws his rider, Thomas Lattarulo. The impact unseats Jockey Michael Roffo on Alice Belle (3 and 4). Rolling across track (5), Roffo is kicked by oncoming horse but not seriously injured. Jockey Lattarulo squats unharmed (6) as Hal's Boy gallops on, ignoring the effects of his bad behavior.



**American Motors'
Rambler Gives
Public The Car
It Wants**

DETROIT: Rambler, famous car made by American Motors, shows the only significant sales gain in the industry. Sales by June 1 were up 78.7% over same period last year.

Now, We Have Done It Again-Here Is

***For the 12 million families who
have outgrown their refrigerators***

9-Bushel

Kelvinator

as low as ***only \$1.88 a week***

-even less with trade-in

Thousands Of Kelvinator Dealers Are Offering The Biggest Value In Refrigerator History!

We urge you to see your local Kelvinator Dealer as soon as possible for the unheard-of, precedent-smashing refrigerator value . . . a value that is unequalled in today's refrigerator market.

Here's the mammoth frozen food storage your old, out-moded refrigerator so annoyingly lacks . . . all the fresh food storage you've been longing to own . . . *plus* a huge, 2-bushel *bonus* unrefrigerated storage drawer in

space wasted in most other refrigerators.

Yes, here's a wonder world of foodkeeping right at your fingertips. The glamorous new 9-bushel Kelvinator fits the needs of millions of consumers just like the economical, much-needed Rambler is filling a void in the transportation field.

This is a Kelvinator *quality* product through and through, which can make meal-getting easier, permit more variety in meals,

save shopping trips, save money, while providing the best kind of meals for your family.

If you're putting up with a crowded and inadequate refrigerator . . . don't do it another day. Go see your Kelvinator Dealer now. Never before . . . never again will you be able to have such a super-space new Kelvinator put into your kitchen at such little cost . . . and on such easy terms.

KELVINATOR • Detroit 32, Michigan

***In Appliances, Too...* AMERICAN MOTORS MEANS MORE FOR AMERICANS**

The Refrigerator Millions Want And Need!

**2 Bushels of
Frozen Food Space!**

**7 More Bushels of
Refrigerated Space!**

plus
**2 Bonus Bushels of
Unrefrigerated Space!**



This beautiful Kelvinator takes no more space than your present 7 or 8 cu. ft. refrigerator—only 31 inches wide and only 58 inches high!

Compare this list of contents with what your old refrigerator holds!

In The Freezer...

2 ice cube trays
16 packages vegetables
1 doz. dinner rolls
8 cans frozen soups
12 cans frozen juices
2 packages fruits
4 meat pies
1 standing roast of beef
4 2-lb. steaks
1 jelly roll
2 lbs. bacon
2 qts. ice cream
2 fruit pies

In The Refrigerator Section...

10 qts. milk
2 half-pints cream
8 bottles soft drinks
1 large bottle cola
6 baby bottles
2 half-dozen cartons eggs
2 loaves bread
1 doz. dinner rolls
1 lb. butter
3 lbs. cheese
2 jars jelly
2 cans evaporated milk
1 bottle chili sauce
1 bottle ketchup

1 qt. mayonnaise
6 cans fruit
1 large tossed salad
6 parfait desserts
2 baskets brussel sprouts
2 boxes strawberries
3 pints preserves
1 pint orange juice
2 bottles salad dressing
1 pitcher waffle batter
1 large birthday cake
1 can olive oil
1 18-lb. turkey
1 5-lb. ham
2 lbs. bacon
2 cantaloupes

8 lemons
8 oranges
6 peaches
1 apple
3 grapefruits
5 quart-jars "leftovers"
3 containers cottage cheese
2 bunches asparagus
1 box fresh beans
3 bunches radishes
12 ears corn
2 big heads lettuce
1 large "molded" salad
1 large fruit pie
1 package pork sausages
1 jar spice peaches

2 baskets tomatoes
2 bunches celery
3 peppers
1 can tuna fish
1 dish black olives
1 bottle cocktail onions
1 jar olives
1 potato salad in glass

In The Unrefrigerated Section...

35 cans fruits and vegetables
24 12-oz. bottles soft drinks
7 quart-bottles soft drinks
5 lbs. flour
2 packages cake mix
3 packages cereal



IN THEIR MODERN FARM KITCHEN, KANSAN PAUL HORSCH (BACK TO CAMERA) AND BIG FAMILY SIT DOWN TO BIG SUNDAY DINNER

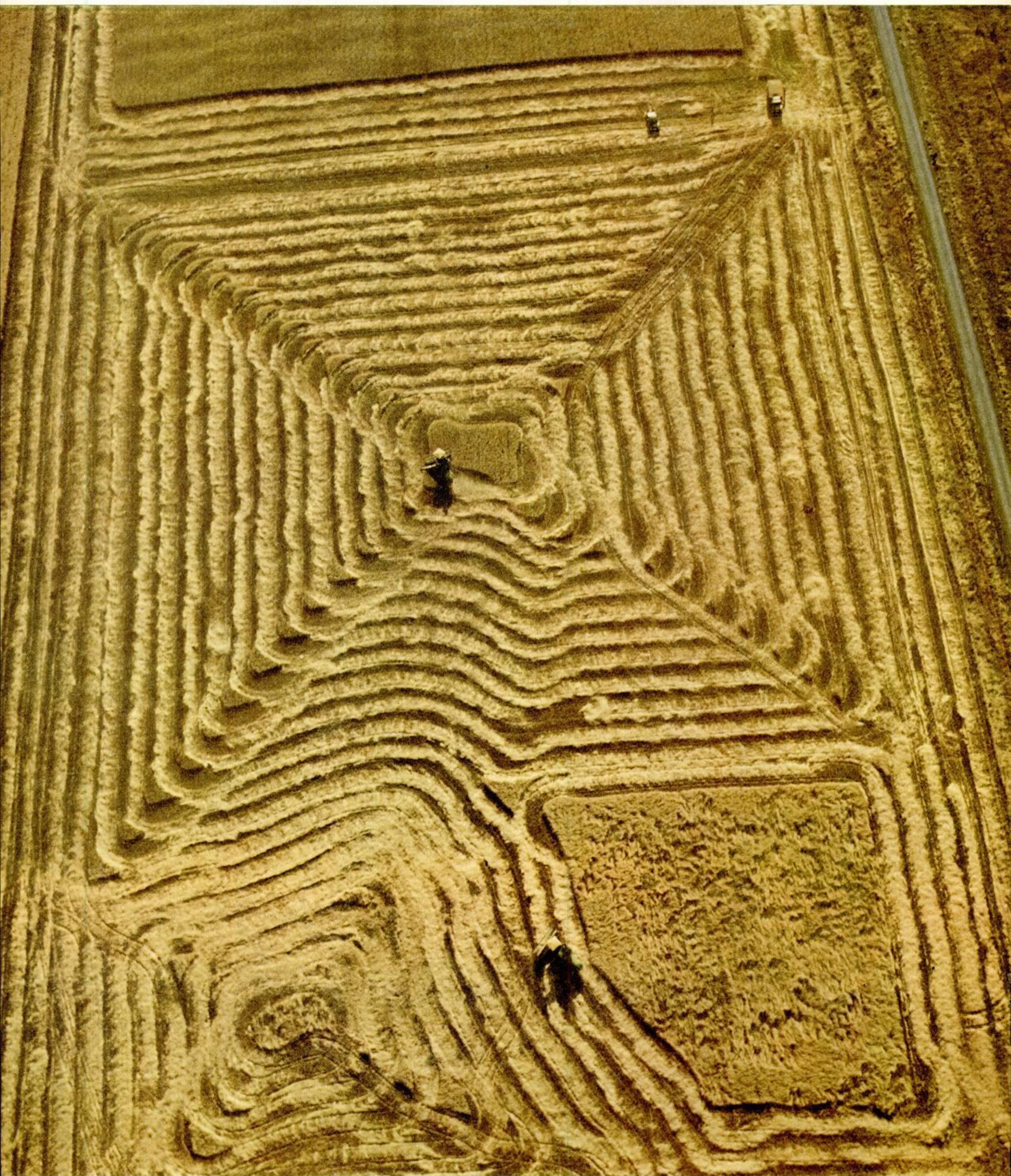
Fat Days in the U.S. Farm Belt

GOLDEN FIELDS BRING A RICH HARVEST, BOOMING INCOME

While the rest of the land still struggles with recession, the farmers of the great American Midwest and Southwest are enjoying fat and happy days. For most of them the Cadillac prosperity of the postwar was followed by years of parching drought and pinched farm prices. Now, after a rainy spring, they are reaping what may be the biggest winter wheat crop in history (close to 1.1 billion bushels) in golden fields from Texas to South Dakota. Farm prices are up 7% and cattle last week were fetching a top \$31.50 a hundred pounds compared to \$28 last year. Farm income promises to rise from \$11.5 billion last year to \$13 billion. "From pastures to wallets," says a Texas paper, "everything is green again."

One of those sharing the prosperity is Paul Horsch who lives near Wellington, Kan. with his brood of 13 children (*above*). The Horsches already have a new \$22,000-plus house where the modern kitchen glistens with checkered floor, chrome furniture, a plastic chandelier. On his 1,000-acre wheat and barley farm, Horsch is harvesting "the best crop I ever saw." To top off his good fortune Horsch struck oil this year and will soon be getting 20 barrels a day from that.

As it produces a boom, the bountiful harvest also produces scenes of resplendent beauty, which the color photographs on the following pages show. And the harvest is also an occasion for gay celebration (*pp. 96, 97*).



CUTTING A WHEAT FIELD in terraced rolling farmland north of Snyder, Okla., two combines leave their way marked by rows of straw. One combine worked

inward in continuous path to complete square at top while the other cut squares below. Grain truck waits at top right to take the harvested wheat from combines.

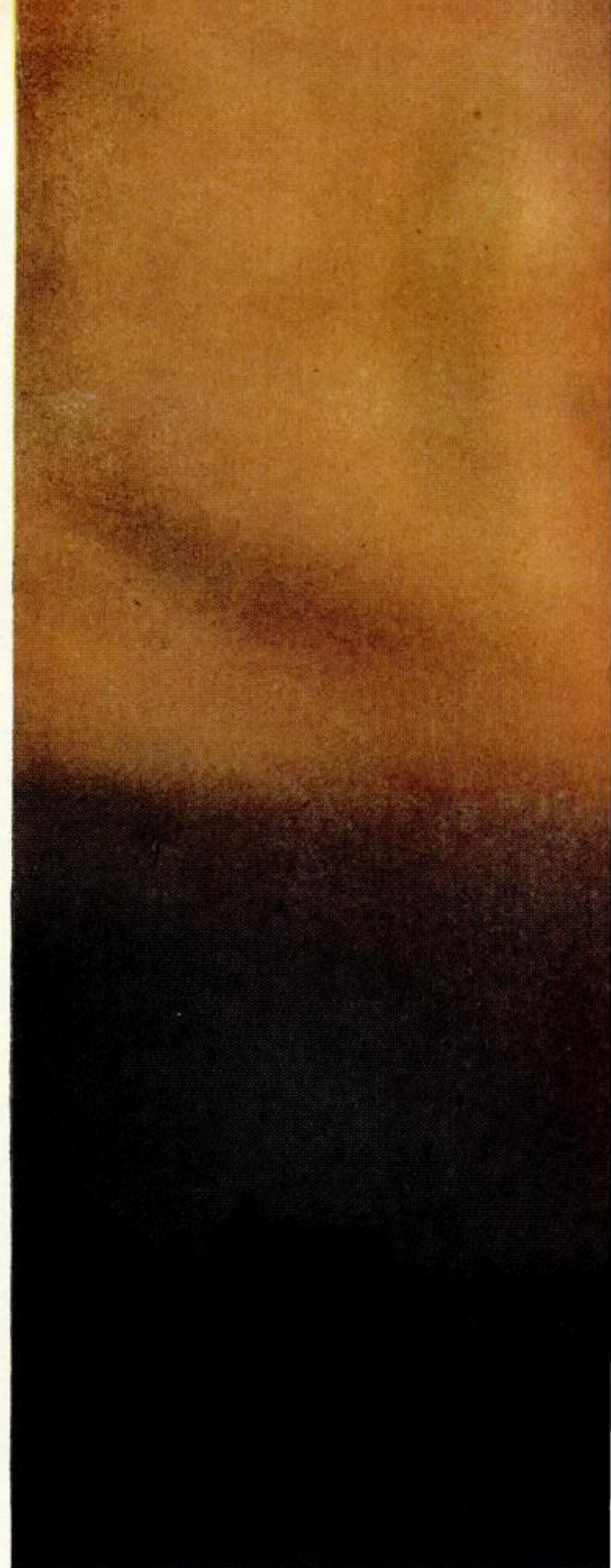
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EARLY START is made at 6:30 a.m. by column of combines (*above*) working on Waggoner Ranch in Texas. Straw is spewed out the rear of combines as threshed grain is stored in closed bin behind driver.

AT SUNDOWN (*right*) combines are still harvesting a field on Waggoner Ranch. They kept on working by headlights until 10 p.m. Harvesting ranch's 13,402 acres of wheat took 37 combines 12 days.



POKING HEADS UNDER FEED TROUGH RAIL HEREFORD CATTLE ARE SHOWN IN WIDE-ANGLE VIEW AS THEY FATTEN UP AT MONTFORT LOTS IN GREELEY, COLO.





THE CATTLE ARE FED A MIXTURE OF ALFALFA, CORN AND BARLEY FOR ABOUT 150 DAYS IN THE PENS AND THEN THEY ARE READY TO BE SHIPPED TO MARKET



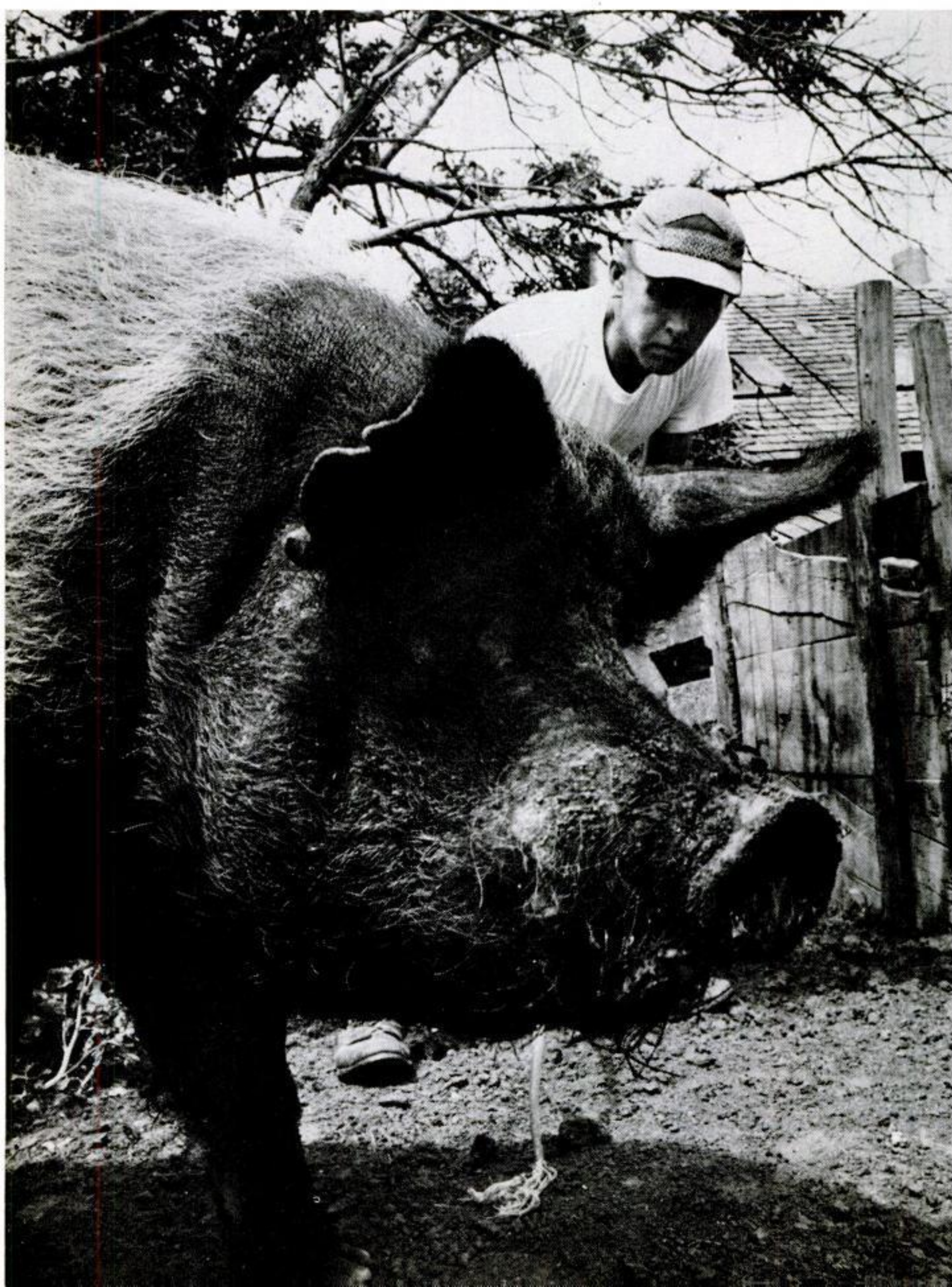


RECORD LOT OF BEEF, 23,000 head of Herefords and black Angus, are housed in huge Montfort feeding pens. Montfort, which covers 100 acres, expects to

break this record before season is over. Livestock come from grass ranges as far away as Texas and Montana, are shipped to Denver stockyards after fattening.



EXPANDING A HALF-MILE-LONG GRAIN ELEVATOR IN HUTCHINSON, KAN., WORKMEN FASTEN STEEL PLATE TO CONNECT NEW GRAY PART TO OLD WHITE STRUCTURE



FINDING ROOM FOR BIG YIELD

As the whirring combines cut away, the wheat rapidly brimmed over existing storage capacity. Grain elevators were expanded and new ones shot up. Still, wheat often had to be dumped on the ground before it could be put away.

Livestock holdings, thinned out by the feed shortage during the drought, were being built up again. Cattle pushed toward the 95 million mark, nearly a million more than 1957. The spring pig crop neared 53 million, up 2% to 3% from last year. And many farmers found that the corn-hog ratio, the relation of feeding costs to pork prices, was the best ever.



INSIDE ELEVATOR at Hutchinson, Arthur Mitchell bikes at work under elevator roof past conveyor belt which carries wheat and drops it in bins below.

1,000-POUND BOAR, "Mammoth Sensation," believed to be biggest 2-year-old Hampshire in the world, belongs to William McGuire of Wisner, Neb.



AT CAKEWALK IN LOCKWOOD, MO. CANDIDATES FOR LOCAL "QUEEN OF WHEAT" LINE UP. THE NUMBERED SQUARES ARE PART OF RING USED IN CAKEWALK

THE GAY MOOD OF GOOD DAYS

The joy of the wheat belt was evident in places like Lockwood, Mo. (pop. 950), where the traditional farm festivals this year had special sparkle to them. Farmers all over the Midwest and Southwest were happy to be able to pay off their debts and to make new purchases. Some

farm machinery distributors reported that this year's sales were double last year's. Some automobile and appliance dealers were 25% ahead of 1957 in turnover. And even more good tidings seemed to be in the offing: the corn crop, too, promised to be bigger and better this year.



SLEEPY CELEBRATOR, 3-year-old Rex Alvin Jones naps on table in street during the Lockwood festivities. Cakes on table have been set aside to take home.



"QUEEN OF WHEAT," Lockwood's pretty 18-year-old Carolyn Burns beams after learning of her victory. She will reign at town festival held at end of August.



IN TRADITIONAL PHOTO, "Miss Sioux City" Ordell Margolin shows that the corn is "knee high by the Fourth of July." Ordell, 19, is being photographed

by Sioux City *Journal-Tribune* Cameraman Ed Porter. LIFE Photographer A.Y. Owen electrically synchronized his camera with Porter's, caught Porter's flash.

Why it makes sense to trade

Today is the best time
for you to buy a new
General Electric
Refrigerator-Freezer
Here's why:

REASON NO. 1

20 years' progress in the last 10—refrigerator design has gone ahead at least that fast.

Has your refrigerator kept pace? It works day and night, winter and summer, to guard the food you eat. Your family literally *lives* out of your refrigerator. Isn't it only sensible, then, to keep this important appliance up to date?

Today's refrigerators are bigger *INSIDE*—you get 12 cubic feet today for about what you used to pay for 10—yet *outside* they take *less* kitchen space.

With no coils sticking out the back (and no refrigerator is truly modern if it has coils on back) they fit flat to the wall and line up in front with cabinets. No more dirt-catching waste space at the back. Doesn't stick out in front.

Automatic defrosting in the refrigerator section saves the constant chore of turning off the refrigerator, messing with pans of water, then remembering to turn it on again.

Modern zero-degree freezer sections have made once-a-week shopping a reality. Saves the family shopper time and money—you can buy ahead and save on sales.

REASON NO. 2

There's more value in your old refrigerator today than there will ever be again. Ask your General Electric dealer about a really generous trade-in allowance. Trade in *now* and get the most modern refrigerator for your family.

REASON NO. 3

Terms were never better. You may not know of the new liberal credit terms being offered by reputable credit institutions such as General Electric Credit Corporation. For example, G.E.C.C.'s Protected Purchase Plan provides:

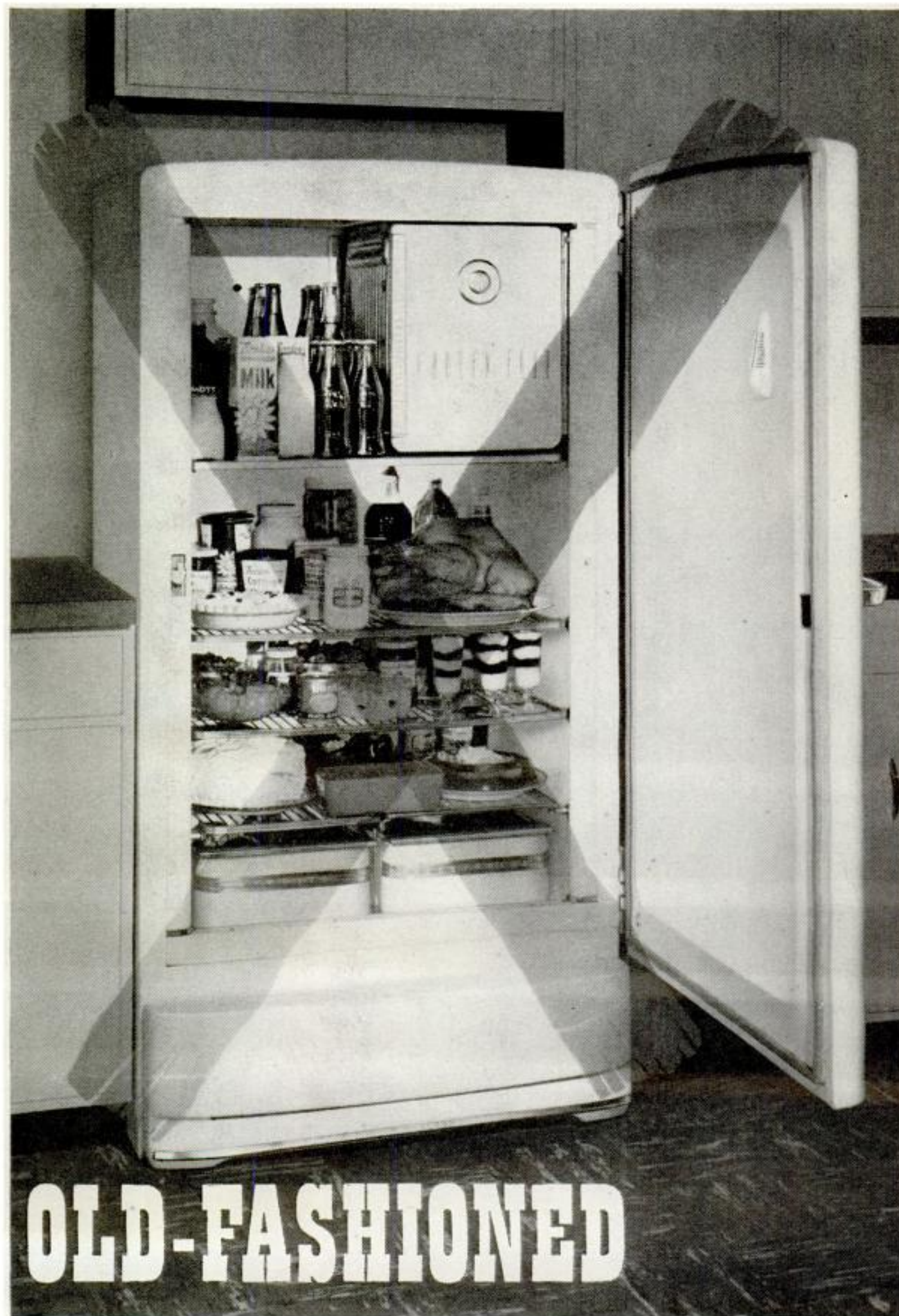
1. No down payment when you trade in your old model.
2. Longer time to pay . . . convenient extended terms.
3. Postponed payment if unable to work because of illness or unemployment.

Why not take a good long look at your present refrigerator tonight. Then, see your General Electric dealer tomorrow for his price and terms.

Progress Is Our Most Important Product

GENERAL  ELECTRIC

Compare this OLD-FASHIONED model



Does this describe your refrigerator?

Size—only 10 cubic feet overall.

Messy defrosting needed every week.

Condenser coils on back—dirt-catching waste space because refrigerator cabinet can't be backed up flush with wall.

Door needs side clearance for opening . . . more waste space. Refrigerator cannot be put flush in a corner.

Single door without door shelves.

Old-style square shelves that make food hard to reach. Cannot be adjusted up or down.

Ice cube compartment—not suitable, or sizable enough, for frozen foods. Won't keep ice cream or frozen juices long enough.

Mechanical latch on door.

White only . . . no choice of colors.

in your old refrigerator—*now!*

with this NEW General Electric



TODAY

For the same price or less you get all this:

Size—12 cubic feet, yet less kitchen space required.

Automatic defrosting in big refrigerator section.

No coils on back—refrigerator fits flat against wall without dirt-catching waste space behind.

No side clearance needed for door opening. New hinges let refrigerator fit snugly in corner.

Two doors—each with shelves for additional storage space.

Revolving shelves bring the food to you. They adjust up or down without unloading.

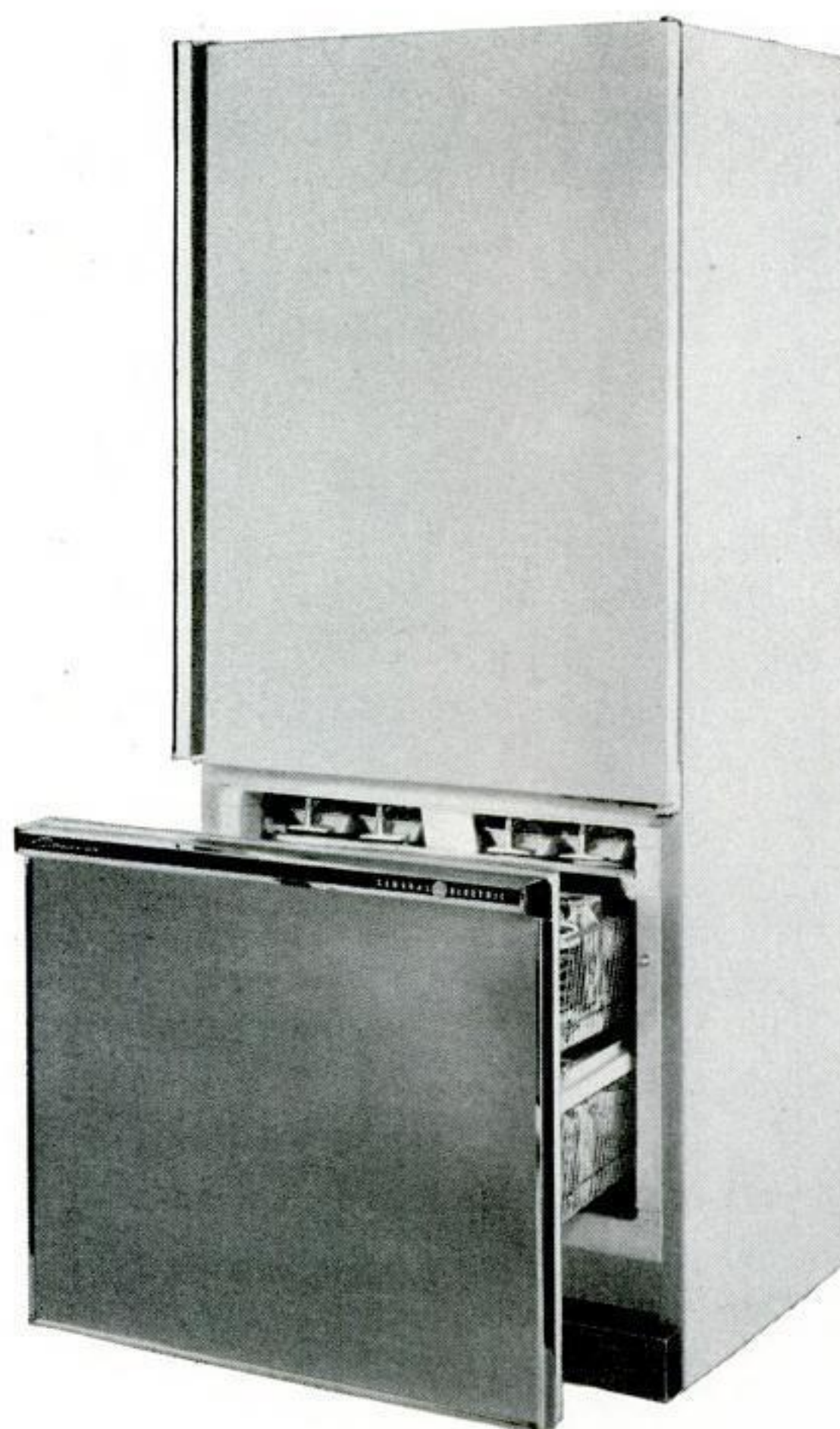
True zero-degree freezer separately insulated and refrigerated. Loads of room; holds up to 74 pounds of frozen foods.

Magnetic Safety Door helps keep children from being locked inside.

Choice of G-E Mix-or-Match Colors and white.



REFRIGERATOR-FREEZERS



Today's most modern refrigerator-freezer . . . 15-cubic-foot capacity. At the top is the 10-cubic-foot automatic defrost refrigerator section. The big Roll-Out Freezer at the bottom holds up to 175 pounds of food.

Yet it costs *so little more a week to own* than the smaller 12-cubic-foot model. (13-cubic-foot model also available.)

Household Refrigerator Dept., General Electric Company, Appliance Park, Louisville 1, Ky.



**BUY NOW
FOR EXTRA
VALUES!**

VERY FUNNY . . . could have got my auto

insurance for \$27 less!* And that's just the *first-year* saving with State Farm even after paying your Lifetime Membership Fee. Renewal savings in this case would now be \$46 a year! Compared to the cost of insuring with most other companies, State Farm members save \$10—\$30—as much as \$108!** Can you qualify? Yes, eight out of ten average drivers can. Call your State Farm agent, listed in the Yellow Pages. That's **STATE FARM MUTUAL** Automobile Insurance Company, "the careful driver company." Home Office: Bloomington, Illinois



*Based on Case #1127, details on request.

**In Texas, savings on uniform rates have been returned as dividends.





BEFORE BIG BLAST FOR ST. LAWRENCE SEAWAY, INTERNATIONAL RAPIDS PART OF RIVER IS PHOTOGRAPHED LOOKING UPSTREAM AT U.S.-CANADIAN BORDER

THE KEY THAT OPENS CONTINENT TO THE SEA

The before and after pictures here dramatically show the key operation toward completing the \$1.1 billion St. Lawrence Seaway and Power Project. Last week 30 tons of explosives, set off at the New York-Ontario border, eliminated the International Rapids section of the river.

The blast blew up a temporary cofferdam, letting the St. Lawrence River waters loose to

deepen the rapids, to drown out sections of the old Cornwall Canal and fill the new Wiley-Dondero Canal that will accommodate ocean-going vessels of up to 27-foot draft. The waters surged into a new 38,000-acre lake, creating a reservoir for the nearly completed St. Lawrence Power Dam, which begins generating some of its 1.9 million kilowatts of power in September.

Work remained to be done—largely dredging upstream of Lake Erie and deepening of the Welland Canal—before the full channel will be open all the way to Duluth. But the prospect of cheap power was already bringing new industry to upstate New York. Much more would come to all the Great Lakes when the full 2,342 miles is open in the early 1960s.

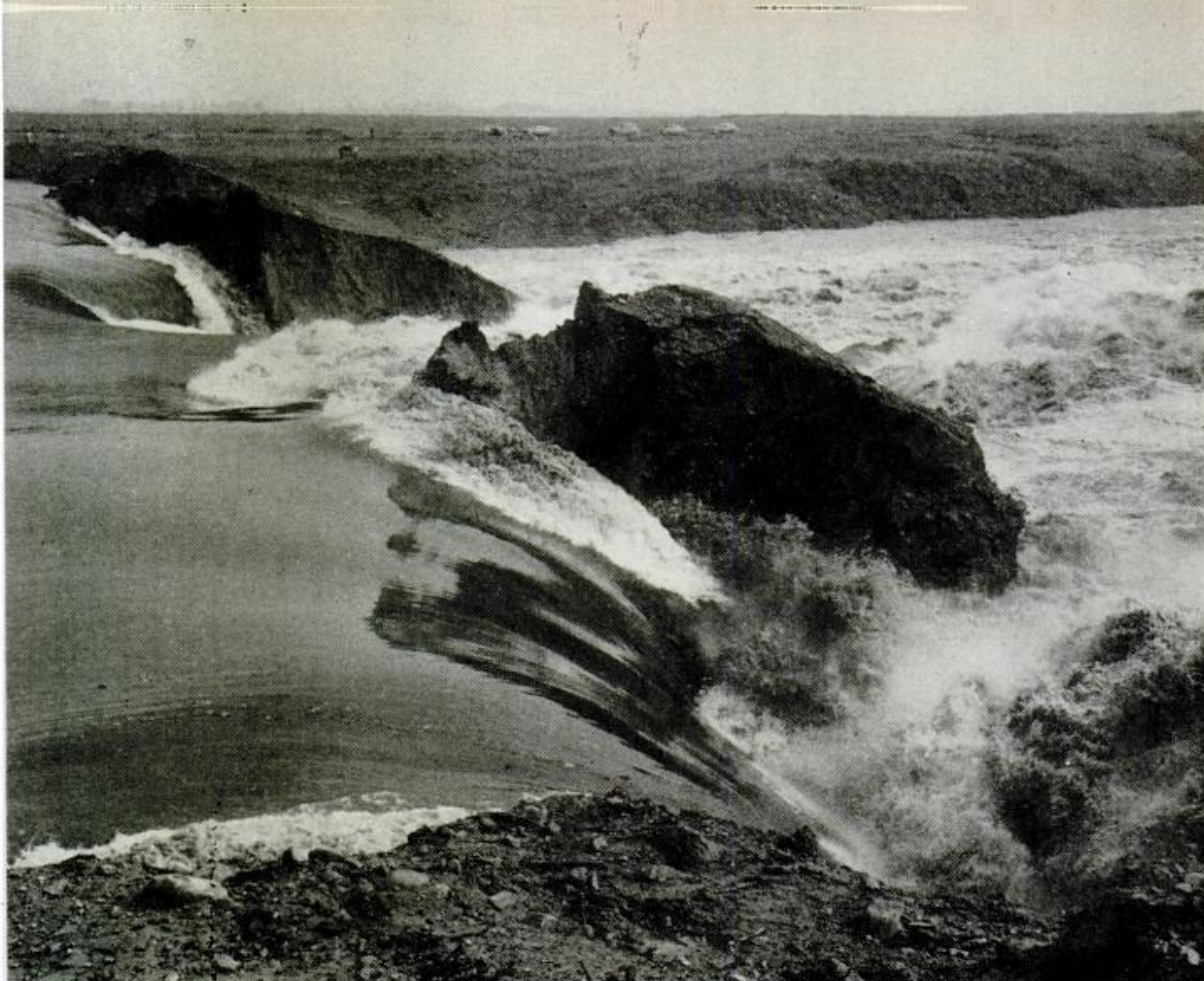
THREE DAYS AFTER BLAST big lake had formed and was held in check by the power dam and the control dam. Wiley-Dondero Canal was ready to take

shipping in place of Cornwall Canal, whose remaining section is now merely a local access route. Barnhart Island will be turned into a New York state park.





THE BLAST hurls dirt and rock of the cofferdam 150 feet into air. The dam had been put in to divert river during building of St. Lawrence Power Dam.



THE WATERS COME in a rush through the blasted dam. Seventy-five minutes after explosion, dam was washed away. It took three days for lake to fill.

A SHIP PASSES through new Eisenhower Lock in Wiley-Dondero Canal, its side hidden by lock bank. A vehicular tunnel runs under floor of the lock.



WET WOODCHUCK was rescued from new lake when workmen saw him clinging to driftwood and then went out in a boat to bring him ashore alive.



DISPLACED PERSONS, Allan Eastman and family take last walk through old home site before waters flood it. Eastmans are among 6,500 resettled nearby.



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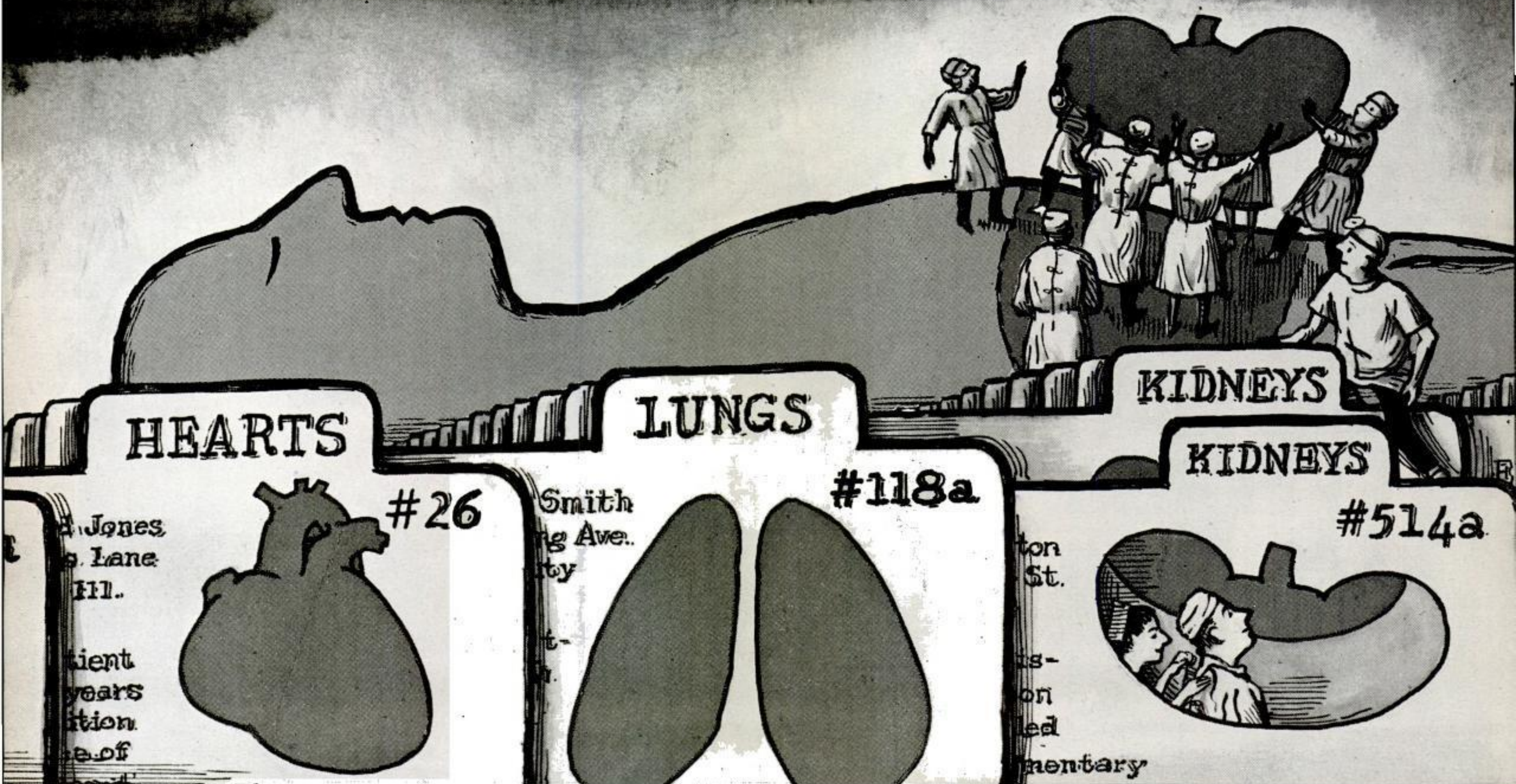
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SCIENCE NEARS A GOAL:



MEDICINE OF FUTURE, AS FORESEEN HERE, WILL DEPEND HEAVILY ON TRANSPLANTATION, WHICH WILL MAKE POSSIBLE THE REPLACEMENT OF ALMOST ANY AILING

**Ways of coaxing body to accept living tissue other than its own
promise life-saving, person-to-person transplants, storage of parts**

by LEONARD ENGEL

IN the past decade medical research has produced a dazzling succession of breath-taking advances: antibiotics that have pushed back whole categories of disease, synthetic hormones more potent than their natural counterparts, a vaccine against polio, surgery within the heart, tranquilizing drugs that have begun to unlock the doors to mental hospitals.

A still more sensational accomplishment lies not far over the horizon. Within a few years surgeons may be able to transplant vital organs from one person to another. Individuals whose own internal organs have failed will then be able to call on donors or organ banks for new kidneys, new lungs, new ductless glands, new sections of liver, pancreas or small intestine. Hands, feet, bones and skin may also be grafted. Surgeons agree that it should be possible to transplant even hearts. They foresee no insurmountable surgical problems.

"Organ transplantation is the next major advance in surgery and will be the biggest surgical development ever," says Dr. I. D. Baronofsky, chief of surgery at New York's Mount Sinai Hospital. Dr. Blair O. Rogers of N.Y.U.-Bellevue Medical Center, associate editor of the scientific journal devoted to transplantation research, says, "Tissue transplantation is one of the most rapidly expanding fields of medical research. A few years ago only a handful of investigators had any interest in it. Now new laboratories seem to be entering the field every month and new developments are coming so fast it's almost impossible to keep up with all of them."

In the field of human reconstruction these developments promise a future even more glowing than the remarkable present. Already

surgeons are replacing crippled blood vessels, repairing clouded eye corneas, making good shattered or misshaped bones, rebuilding faces. But they have never been able to fashion replacements for damaged internal organs. Devices like the artificial kidney and the heart-lung machine, wonderful though they are, are merely temporary substitutes for the patient's own organs.

Most of the replacements surgeons now make to install in the human body are fashioned of synthetic materials or the patient's own tissues. So far it has been impossible to transfer tissues or organs from one to another because the grafts do not "take," and are destroyed by the action of the patient's own body. Only in the last few decades have the reasons for this begun to be understood, and the research has revealed much about the uniqueness of man.

Tissues cannot be transplanted between persons because every person—save for identical twins—has a unique hereditary make-up and therefore differs from every other member of the human race. The human body has powerful mechanisms for distinguishing between its own tissues and tissues from another person and for destroying the latter. Identical twins may exchange grafts only because they are exceptions to this rule of biological individuality. They come from the same fertilized egg and have identical heredity so their tissues are not "foreign" to each other.

The mechanism for rejecting foreign grafts is the same mechanism which protects us against harmful germs. When germs invade the body they are resisted by antibodies and white cells and other agents in the blood that help make us immune to their effects.

BANK OF VITAL ORGANS



ORGAN THAT CANNOT BE CURED. DOCTORS WILL DRAW ON BANKS OF SPARE PARTS OR CALL ON DONORS OF ORGANS WHOSE NAMES ARE KEPT IN MASTER FILES

Grafts of foreign tissue are destroyed by a similar "immune reaction."

Medical investigators have uncovered many proofs of this. One of the most striking comes from Drs. Robert A. Good and Richard L. Varco of the University of Minnesota. On very rare occasions a child is born with little or no ability to manufacture antibodies against disease germs. Such children are so susceptible to infection that before the discovery of penicillin none lived beyond infancy. But for the same reason that they fail to reject germs, they also fail to reject foreign grafts. The Minnesota physicians report that several such children have borne patches of foreign skin for two years or more.

But aside from identical twins and children with this rare disease, all humans have the built-in transplantation barrier. Before internal organs can be grafted, some way must be found of breaking through this barrier. No less than three ways of doing that have been worked out in the laboratory, in tests upon thousands of animals.

Like the idea of organ transplantation itself, all three methods sound more like science fiction than science fact. Nevertheless a variant of one has already received a trial in a human patient. The date was April 7, 1958 and the patient was a hopelessly ill 31-year-old woman who had lost her only kidney. On that date Dr. Joseph E. Murray and his colleagues at Peter Bent Brigham Hospital in Boston grafted a kidney into her with the aid of a massive dose of X-rays applied to prevent her own tissues from destroying the graft. Kidney grafts had been tried before on nonidentical humans, but this was the first time the X-ray procedure had been attempted. The graft functioned well. But the woman, Mrs. Gladys Lowman of Franklin, Ohio, died after 28 days from the radiation effects. Laboratory experience indicates that these effects may be overcome under more favorable circumstances, and some form of the X-ray procedure is still considered a highly promising approach.

"The X-ray technique and other procedures for breaching the transplantation barrier are certain to be tried in other patients," says Minnesota's Dr. Good. "Sooner or later one method or another will be

made to work in man just as it already has in experimental animals."

There are numerous situations in which tissue and organ grafts will be able to save life. One, of course, is kidney disease. Kidneys are subject to a wide variety of ailments, and the only present hope of cure for many of these is to replace the diseased organs. Grafts will likewise save life when cancer invades organs like the lungs or liver (provided the diseased organ is removed before the cancer spreads to the rest of the body). Grafts of skin from donors would be an improvement over the treatments now used for severe burns.

Attempts to replace missing parts of the body go back to ancient times. More than 2,000 years ago the Hindu, Suśruta, greatest surgeon of his day, knew how to fashion noses from flaps of cheek skin. Suśruta's art finally reached Sicily and Italy in the 15th and 16th centuries. There, widespread sword play and a virulent form of syphilis with a proclivity for destroying the nose kept Italian nose-makers busy and sparked the invention of other plastic surgery techniques. But grafts between different individuals remained a remote goal.

The first of the three new methods of breaking through the transplantation barrier is an unexpected by-product of some radiation

CONTINUED

LEADERS IN TRANSPLANT RESEARCH

Many scientists have participated in transplantation research, among them Dr. Leon O. Jacobson, U. of Chicago; Drs. D. W. H. Barnes, J. F. Loutit, Britain's Atomic Energy Research Establishment, Harwell; Joan M. Main, Dr. Richmond T. Prehn, formerly of National Cancer Institute; Drs. P. B. Medawar, Leslie Brent, University College, London; Dr. R. E. Billingham, Wistar Institute, Philadelphia; Dr. Milan Hasek, Czechoslovak Academy of Sciences; Drs. Robert A. Good, J. Bradley Aust, Carlos Martinez, U. of Minnesota; Dr. John J. Trentin, Baylor U.



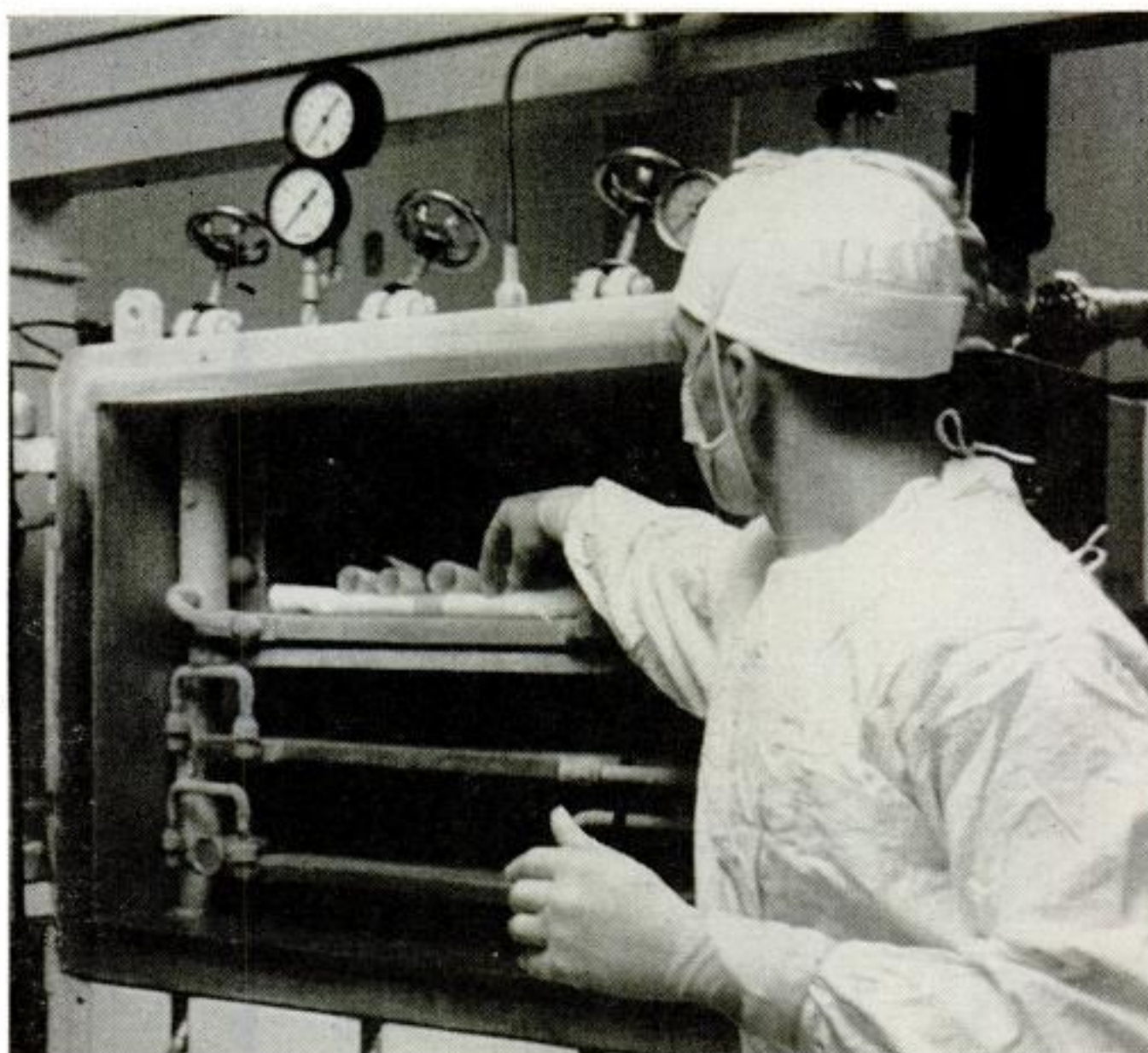
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TISSUE BANK in Bethesda, Md. is forerunner for future organ banks. It preserves dried arteries, skin, cartilage and bone in vacuum for later use in grafting. Here a technician prepares arteries before storing them in the bank.

TRANSPLANTS CONTINUED

experimentation begun a decade ago. This was an effort to confirm that X-rays and other harmful radiations kill by destroying the tissues that form the red and white blood cells. These tissues are located chiefly in the bone marrow—the soft filling in most bone cavities—but there are also some in the spleen. It was discovered that mice could withstand otherwise fatal doses of X-rays if their spleens were shielded, or if they were afterward injected with healthy spleen cells from other animals. These then rebuilt the destroyed blood cells. The mice could accept the foreign spleen cells because the X-rays had destroyed the graft-fighting agents present in the bone marrow.

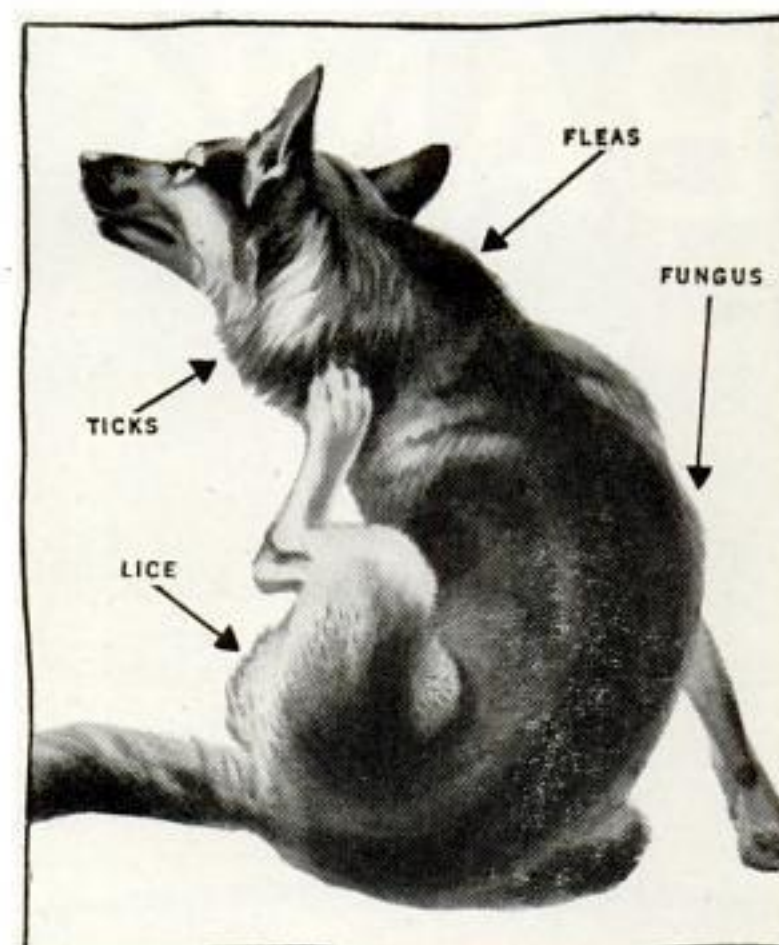
The next step was to see if a mouse that accepted spleen cells from another animal could also accept other tissues from that animal. Researchers dosed mice with X-rays, then gave each some spleen cells and a skin graft from another mouse. (Skin grafts provide a good test of graft reactions. If skin will take, so will organ grafts.) The skin grafts stayed on.

Here, then, was a way to give a patient a graft of skin or a new kidney or other organ: first give a "lethal" dose of X-rays to destroy the bone marrow and with it the antibodies that reject foreign tissue. Then inject new blood-forming marrow cells from a donor. Finally, graft tissue or an organ from the same donor.

As yet there has been no clear-cut trial of this procedure in humans. Powerful irradiation is too perilous a procedure to be undertaken in a human patient except in the most desperate circumstances, and desperate circumstances seldom arrange themselves to suit the convenience of medical researchers.

In the kidney graft of Mrs. Lowman—the one attempt so far to use the irradiation technique for grafting in a human being—her doctors were forced by the press of time to accept a compromise. The only suitable kidney they could find was from a 4-year-old child who had to undergo removal of a kidney anyway and who could not be asked to give marrow to provide new bloodmaking cells. Mrs. Lowman's doctors were compelled to try an alternative. They gave her marrow from other donors—10 in all—and hoped that the 10 marrows would "get along" well enough to counter the effect of irradiation and let Mrs. Lowman live. She did not. But, says Dr. Murray, "the results were encouraging enough to warrant continued investigation. We may try foreign grafts again if appropriate circumstances arise."

Whatever the future of the irradiation procedure in grafting, it may lead to an unrelated but quite as remarkable accomplishment: a cure for leukemia, or cancer of the bone marrow. The essential idea is simple: first kill the leukemic marrow with huge



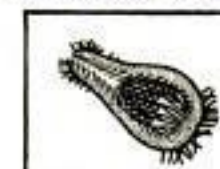
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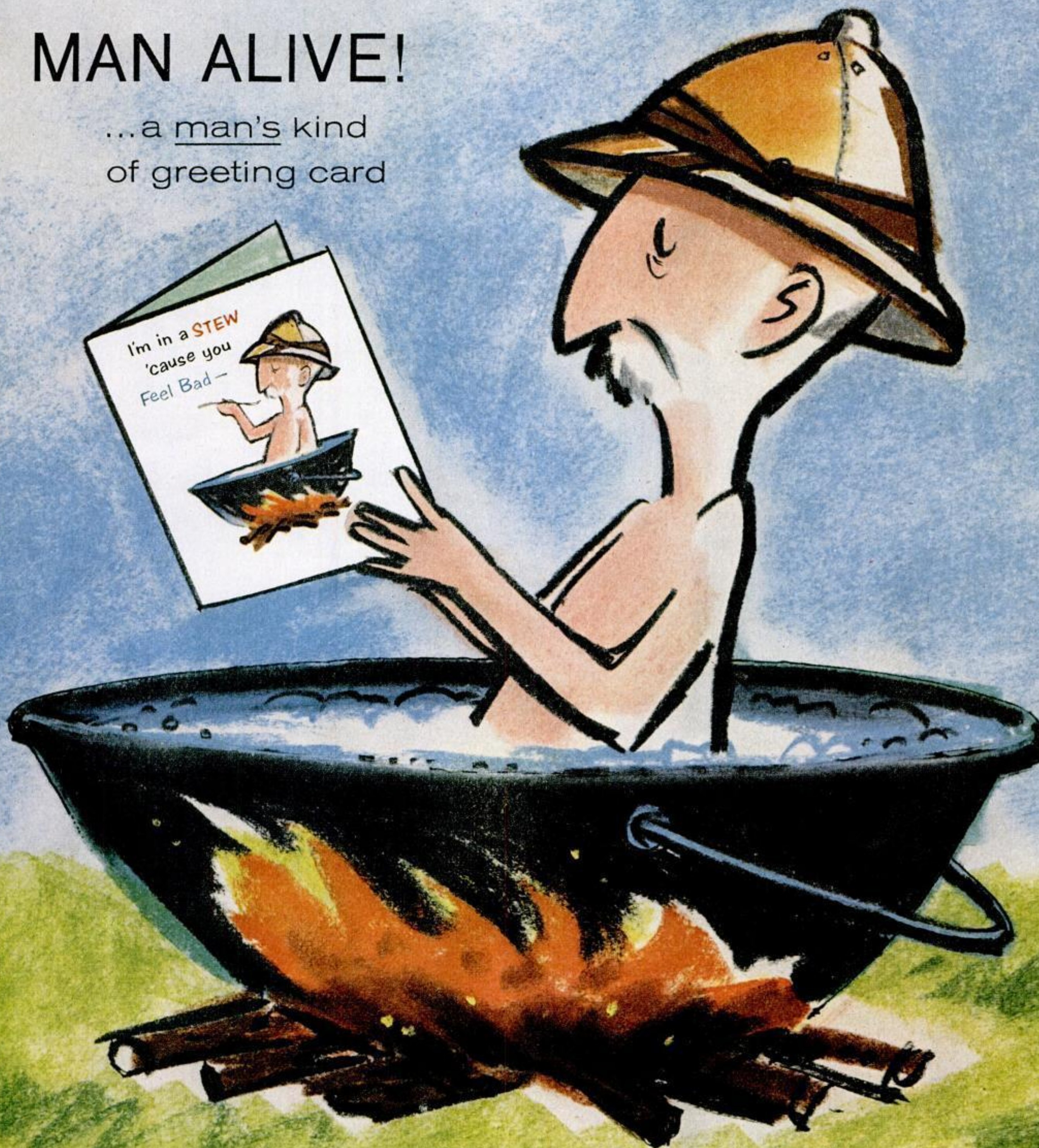
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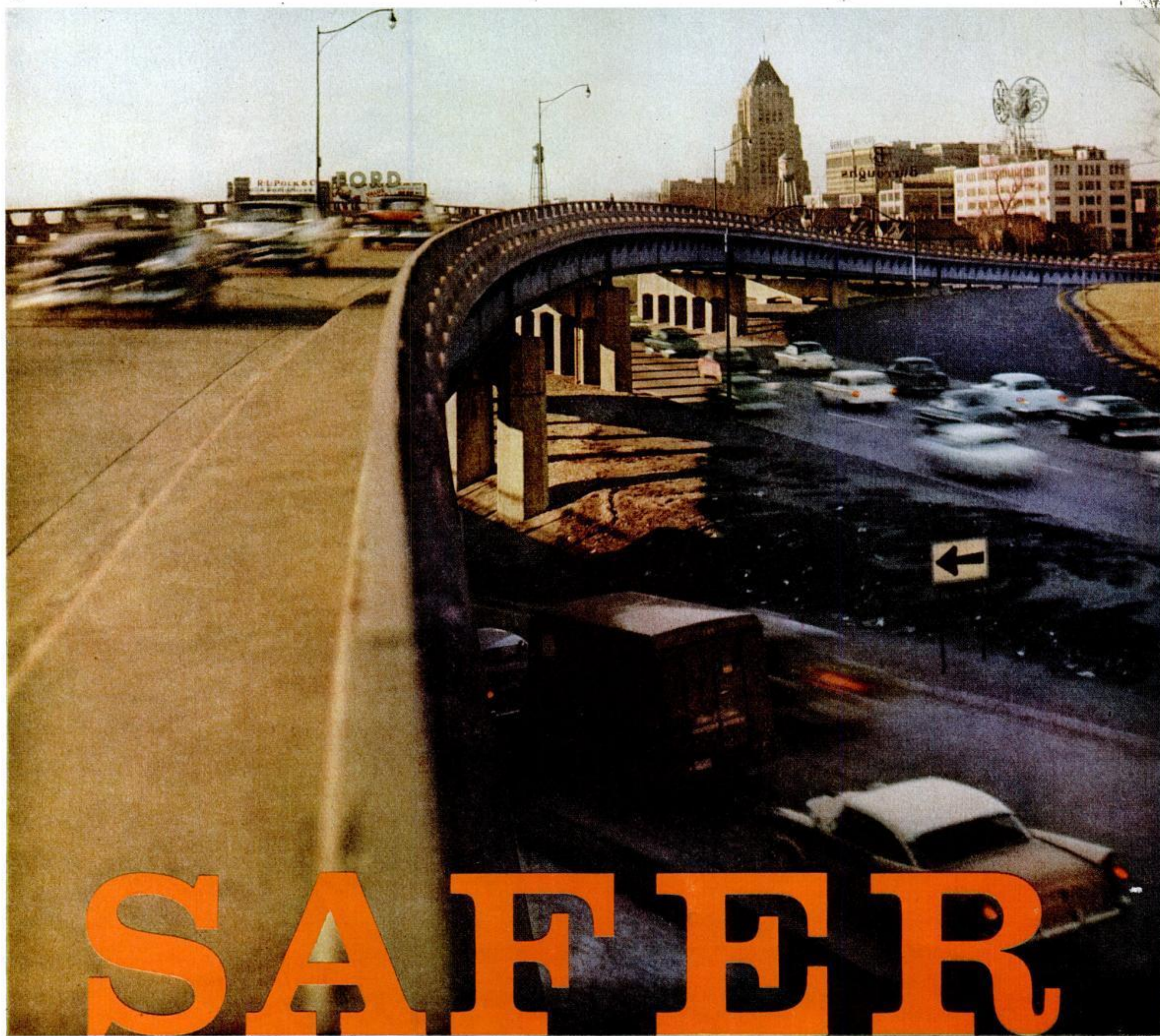
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SUCCESSFUL SKIN GRAFT from a donor was made on the leg of Egils Silis, 11, who suffers from a rare disease which deprives him of the antibodies that resist both disease germs and "foreign" transplants. The boy's three-year-old graft is examined by Drs. Richard Varco (*left*) and Robert A. Good.

TRANSPLANTS CONTINUED

doses of X-rays, then inject new marrow from a healthy donor. The scheme has been tested in leukemic mice. About 70% of the animals were cured.

A few animal experiments are not much to go on. But there is no known cure for leukemia in humans, and physicians who treat it, especially in children, become desperate men. "I haven't it in me," says a prominent specialist, "to continue telling parents, 'There is nothing that can be done.' I'm ready to try anything." As a result, heavy irradiation has already been tried in about 20 leukemic patients, mostly children.

No patient has been cured because the difficulties have been immense. No one knows what dose of X-rays is required. No one knows the proper dose of new marrow. These things can be learned only from experience with human patients. Besides, the treatment is extremely hard on the patient. He becomes very ill during the two to three hours needed for sufficient irradiation. Several days must elapse before transfused marrow cells take hold. During that interval the patient is essentially defenseless against germs and may easily succumb to infection.

Most of the leukemic patients treated so far received too little radiation to achieve complete sterilization of the marrow. Only one radiologist had the courage to keep the machine on for the delivery of as much as 550 roentgens—and experts think several hundred roentgens more may be necessary. The patient, a 12-year-old girl, died of an infection on the 12th day after the X-ray treatment. But exceedingly minute post-mortem examination failed to divulge a single leukemic cell. Perhaps, for the first time on record, leukemia had been completely eliminated. This, like Mrs. Lowman's kidney case, may sound like a very hollow victory since the patient died. In that sense, of course, it is hollow. But it must be remembered that *no* victory was possible by our previous knowledge and techniques. It is only by expanding these frontiers that doctors can hope to achieve future victories that will not be hollow.

Like the irradiation procedure, the second technique used in tissue grafting was turned up by the sheerest accident—as the outgrowth of an attempt in 1948 to distinguish between identical and nonidentical twins in cattle. The obvious solution to this livestock problem seemed to be a skin-graft test: presumably a graft would take only on identical twins. To the surprise of researchers, it took on both identical and nonidentical cattle. But why?

The answer came in two parts. First, it was known that cattle twins, unlike the twins of other animal species, share their blood circulation before birth. Second, it had been speculated that the antibodies and other agents which fight germs and prevent grafting are not active before birth. Now the cattle twins had proved this theory. The reason they were able to exchange grafts, even

CONTINUED



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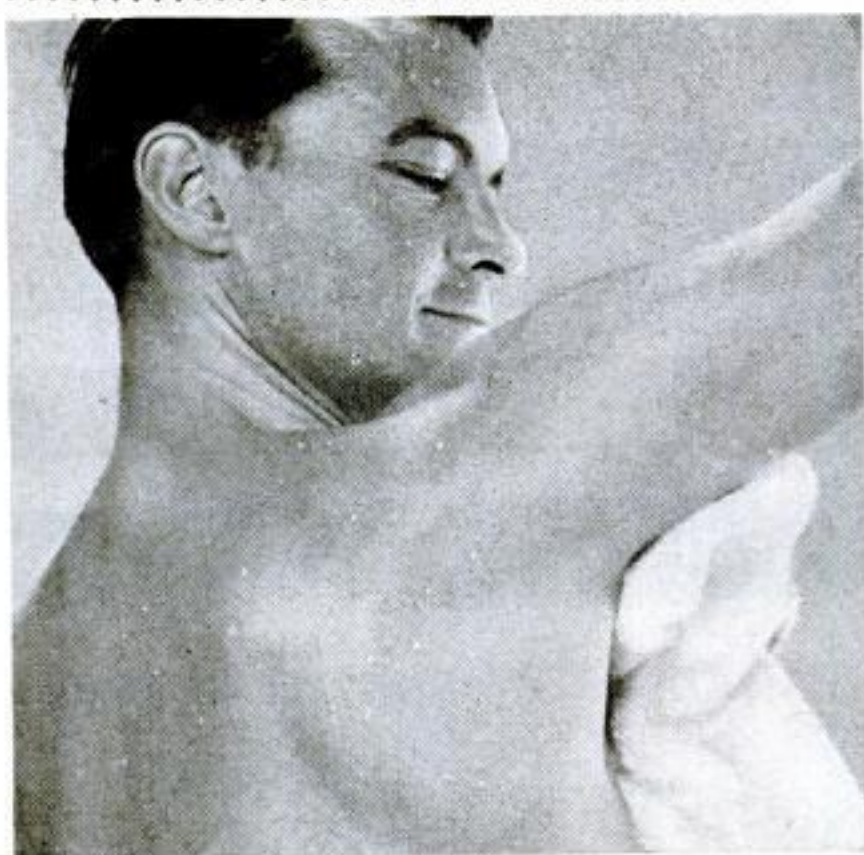
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TRANSPLANTS CONTINUED

though they were not identical, was that they had been made tolerant of each other's tissues by the exchange of blood before birth. At that time there are no antibodies to make trouble and almost any kind of grafting might be done (*see picture, bottom p. 115*).

Researchers tried to induce the same tolerance in other animals by injecting them with foreign cells before birth. It worked: the animals were later able to accept grafts from the same donor. What was more, other animals were able to achieve this tolerance to foreign tissues even when injected immediately *after* birth. Some spectacular experiments were performed by variations of this procedure. Adult dog skin was grafted to puppies. Duck, parakeet, pheasant and guinea hen skin was grafted to chickens.

At first glance it is difficult to see how the newborn-conditioning procedure could be useful for grafting in man. The problem arises from the necessity for carrying out the conditioning at the time of birth. Can a doctor tell at birth that an infant has a defect best dealt with by a graft so that the child can be prepared at once for grafting? How can one tell which infant will need skin or an internal organ later in life? And from whom would come the cells to condition the infant? Would that donor—it would have to be the same one—be alive and in a position to supply a graft 20, 40, 60 years in the future?

Despite the obvious problems, newborn-conditioning will be tested in humans soon. There exist a number of hereditary diseases that are often fatal early in life and are best treated with grafts of new tissue. Prominent among them are several hereditary forms of anemia caused by the production of abnormal red blood cells by the bone marrow. The best hope of dealing with these anemias today is to supply new marrow capable of producing normal red cells. Plans are now being made to inject conditioning cells from a donor into infants born in families known to carry the deadly anemia traits. Then if a child later develops anemia he will be given marrow grafts from his original donor.

In addition, several researchers have a scheme which sounds fantastic but which they believe can be made to work. In laboratory experiments it has been found that animals injected with cells from two or more donors at birth will later accept grafts from all these donors. The plan is to treat newborn infants with cells from 20 or 25 other newborns. In later life each of these persons would be able to call on any one of the others for spare parts as needed.

The third transplant technique

It may prove possible to condition the body to accept grafts even more simply, by means of the third and newest assault on the transplant barrier. Last winter conditioned mice bearing foreign grafts were connected by their bloodstreams to other mice. The second group of mice had not been previously conditioned to accept grafts and could normally be expected to reject them. But it was discovered that after the exchange of blood the second group of mice *could* accept pieces of the grafts borne by the first group.

The implications of this experiment are startling. Something passed from one animal to the other through the direct union of their blood vessels and induced tolerance to the graft. Whatever this substance is, it should be possible to pass it in a less awkward way, perhaps by some kind of continuous infusion or by repeated injections. In other words, patients might be made to accept grafts of tissue or internal organs without lethal irradiation, without cell injection at birth, without anything more complicated than a series of shots.

There are, of course, a good many problems still to be solved before person-to-person grafting can become a regular part of medicine and surgery. Among them is "runt disease," a queer, lethal wasting away of the body that has occurred in some animals following grafting, the result of an attack by transplanted tissues against their new host. No one knows how much of a problem runt disease will be in man, though most experts are confident it can be avoided.

In any event the surgeons are ready to transplant human tissues and organs. As a matter of fact, a start has already been made.

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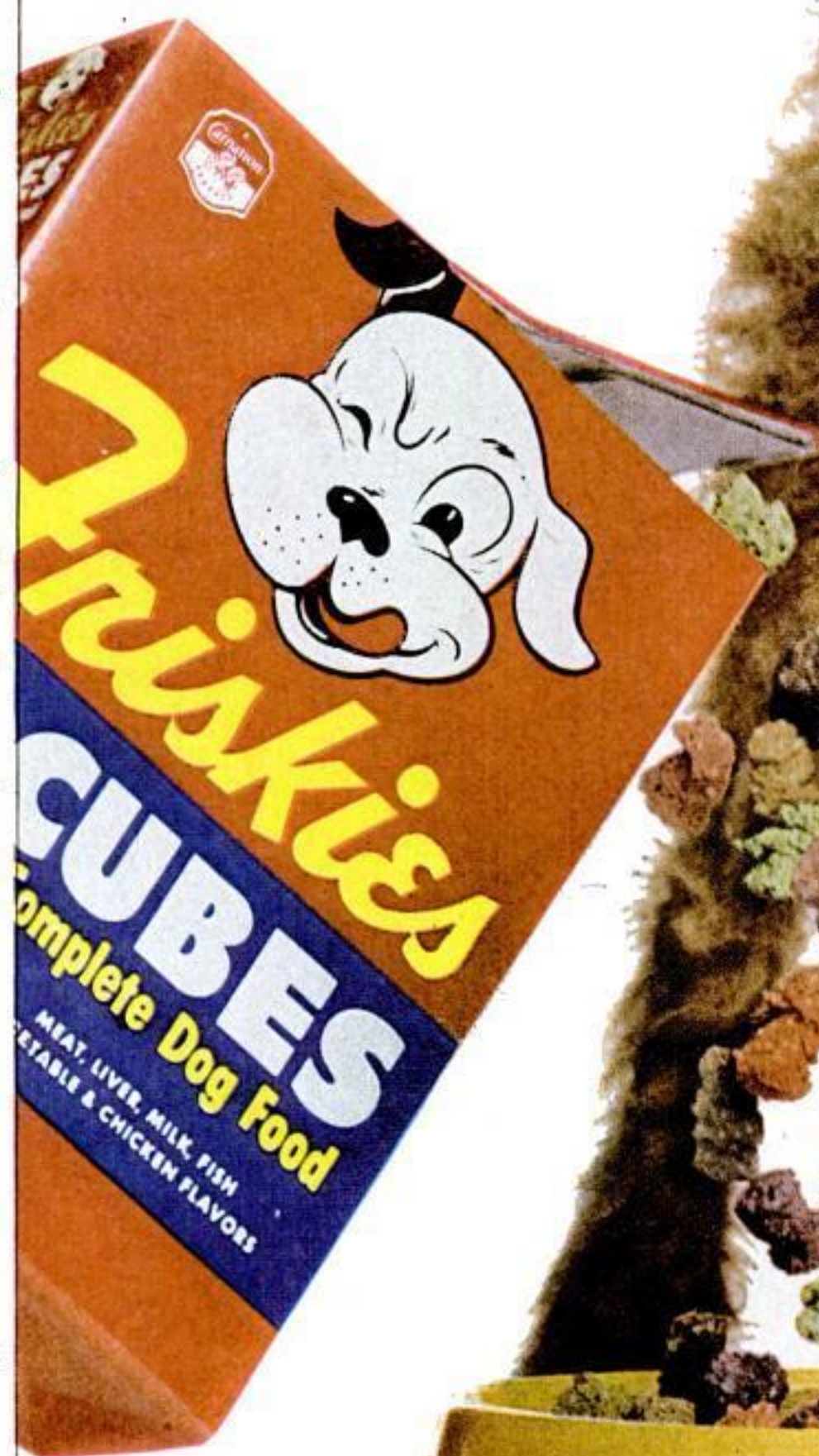


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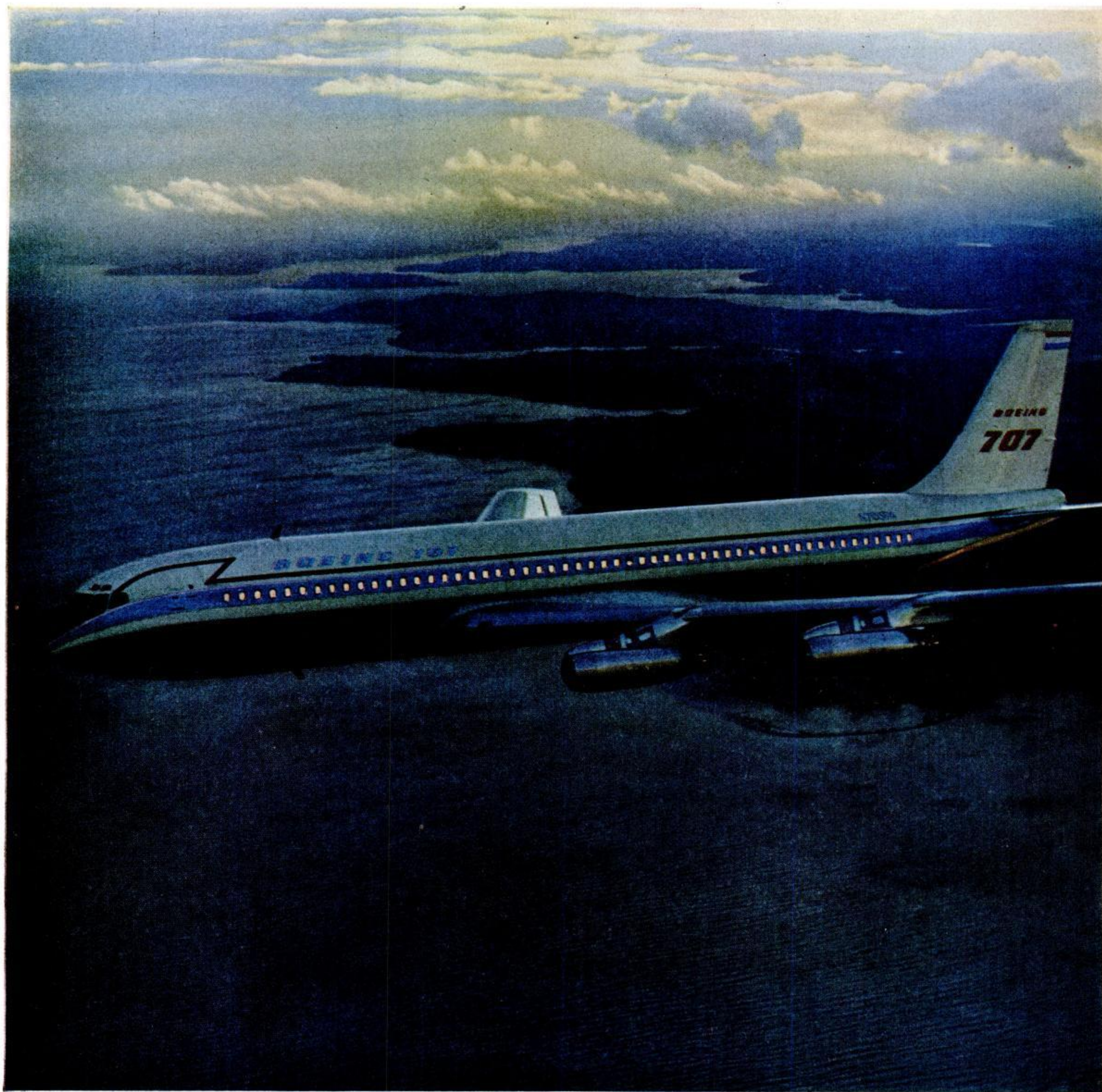
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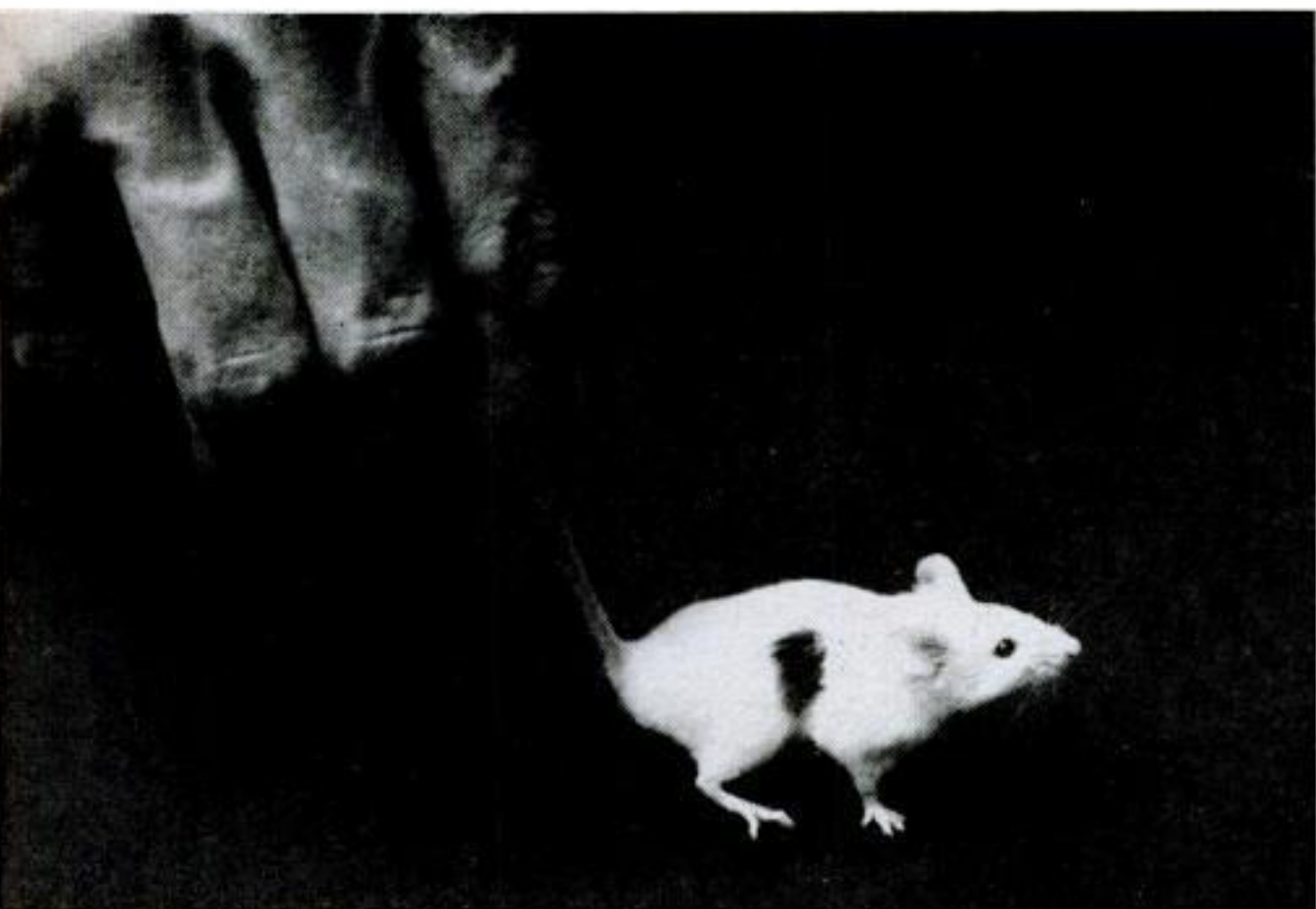
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BOEING 707 and 720



GRAFTED SKIN (black spot) was made possible by injecting mouse when it was baby to make it graft tolerant. Technique may be adapted for humans.

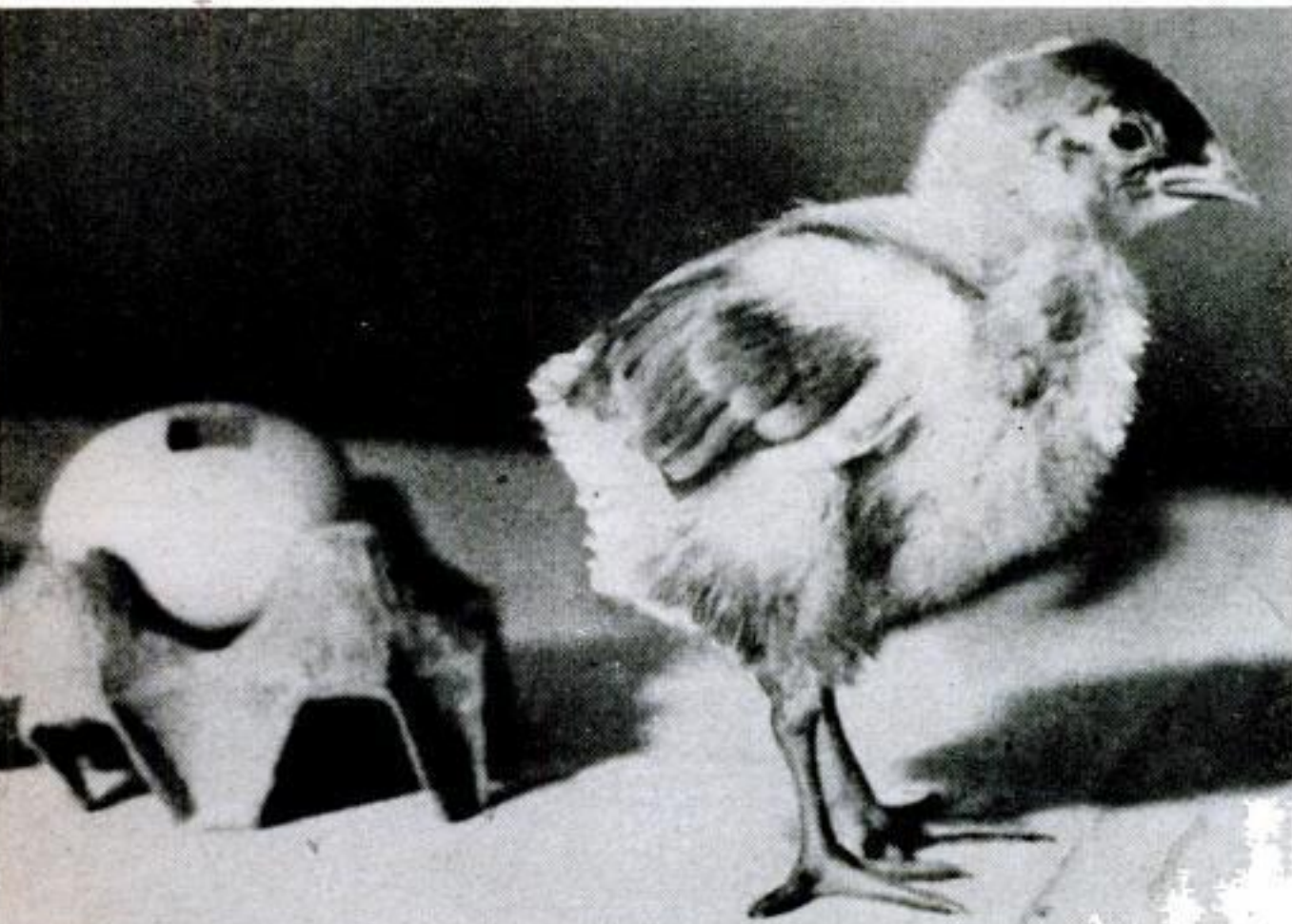
TRANSPLANTS CONTINUED

animal organs for human grafting. But for some time tissues for grafting will have to come from living human donors or, where possible, from cadavers. Removal even of segments of skin from the dead still runs against the grain of many people. As to organs from living donors, giving a kidney is not the same as giving blood, for a kidney given to another person will not grow back in the donor. Still, as a New York specialist recently remarked, "When kidneys can be transplanted, two kidneys will be a luxury."

There also will be problems of another nature. Some organ grafts will eventually succumb to the same disease that destroyed the patient's own internal organ. How can the vulnerability of grafts to such destruction be avoided? What about patients with other illnesses and poor life expectancy? Would a doctor be justified in asking someone to give up a major internal organ for such a patient?

These questions and many more can be answered only in the doing—and they will be as this revolutionary new stage of medicine arrives. Whether we welcome it or are concerned about its implications, that stage is nearly ready to emerge from the research laboratory. At the rate that transplantation research is moving forward, it will be out of the laboratory and into the operating room in a period of time that will be short even by the incredibly short time scale of modern science.

"There's no doubt in my mind about the imminence of organ transplantation in man," says Dr. Good of Minnesota. "I am quite optimistic that it will be an established part of medicine within 10 years. And though much more basic research is needed, the first successful organ graft between nonidentical human beings could conceivably, with luck, take place tomorrow."



GRAFTED HEAD (dark area above bird's bill) was transplanted to chick's body by a Yale researcher who opened shell (left), operated on the embryo.



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Fire Ant Plague

PEST SPREADS IN THE SOUTH

Over much of the deep South a series of eruptions is disfiguring the face of the land. Like huge pimples, bumps have appeared across woods and farmland (*below*)—hard mounds about 18 inches high that pop up 20, even 200, to an acre. They are the homes built by the latest menace to U.S. crops and animals: the fire ant (*right*), which ravenously devours most major food crops, preys on the eggs of ground-nesting birds, destroys farmyard chicks and can even kill newborn lambs. Its painful sting prevents farmhands from working badly infested fields. In Alabama alone this pest last year did an estimated \$24 million worth of damage.



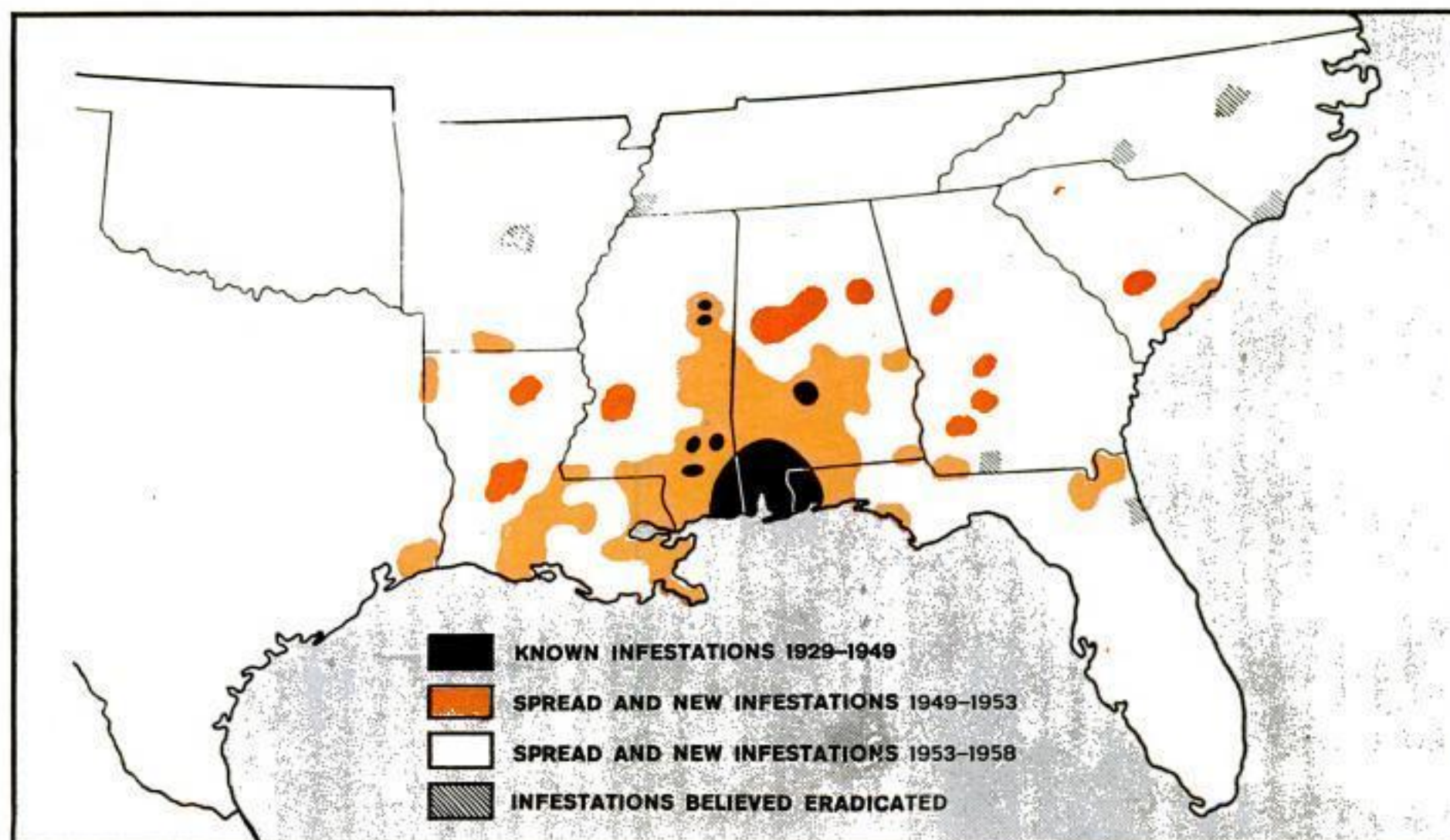
STINGING ANT, ¼-inch long, grips with its jaws (*right, above*), then plunges its abdominal stinger into the skin of a finger. Pain is fiery, hence ant's name.



ANT MOUNDS DOT PASTURE NEAR MONTGOMERY, ALA. HILLOCKS LIKE THESE DAMAGE FARM MACHINERY, OFTEN MAKE PLOWING AND HARVESTING IMPOSSIBLE

FAR-REACHING MENACE

A native of South America, the fire ant apparently emigrated to the U.S. on a freighter, was first spotted in 1928 in Mobile, Ala. It was a large, blackish form which did not travel far. In the '30s a smaller, more aggressive, reddish-brown form turned up which replaced its bigger kin and in the '40s and '50s spread over 10 states (*map, right*). Its great range comes primarily from the fact that the winged queen mates while in flight. She then lands and lays her eggs in a burrow. Within five months as many as 1,000 worker ants develop, build a mound. Costly to control (*next page*), the fire ant in 10 years may cover the whole Southeast. Although it prefers a warm climate, it can survive the freezing cold by burrowing deeper, could menace most of the U.S.



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Quiet it down with "3-in-One" oil on chain, coaster brake, and pedals. Highly refined so it works clean—doesn't gum up.



You can prevent rust with "3-in-One"—the oil that contains a rust-inhibitor. Over-all oiling's easy with Oil-Spray can.



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Free it fast with long-lasting "3-in-One" oil. It works easily, helps to keep rust away, too.

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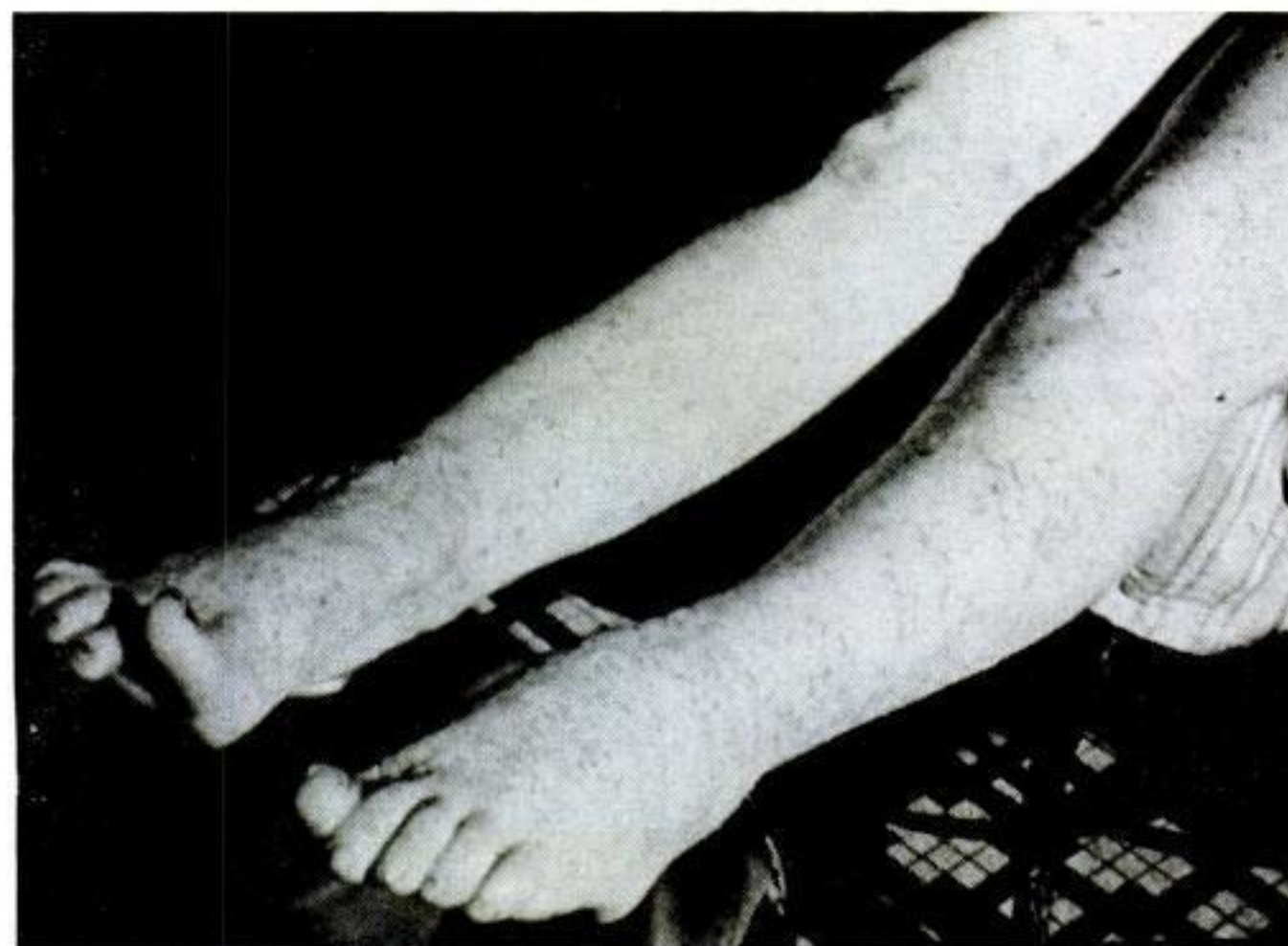
is the one oil that:

- POLISHES
- PENETRATES
- LUBRICATES
- PREVENTS RUST



You need all three: "Regular" for most household items; "Electric Motor Oil" for heavy-duty; new handy spray can for hard-to-get-at places.

FIRE ANT CONTINUED



FIRE ANT STINGS pepper woman's legs with pustules that will last three to 10 days. Sometimes allergy to the sting can cause nausea, chest pains, coma.

FIGHT OVER CURE

Deploying against the fire ant, Congress voted the Agriculture Department \$2.4 million to dust 20 million acres with two poisonous powders, dieldrin and Heptachlor. These insecticides are believed to be effective for three years. But their use has raised a major controversy.

Conservationists deplore the poisons' wide use, say that dusting may destroy the very insects and songbirds that ultimately would prey upon the fire ant. In Alabama, the state most seriously ridden with fire ants, a survey showed that in certain dusted areas 75% of the bird and animal population were killed. Sixty percent of the cottontail rabbits in one area were destroyed and whole coveys of quail died on their roosts. Many of the nation's woodcocks, wintering in the South, were threatened. Some doctors believe that certain current ills may be due in part to the cumulative reaction to numerous insecticides which Americans ingest with their food, point out that the chemicals have not been sufficiently tested to determine their long-term effect on man. But the Agriculture Department retorts that no human has been poisoned, that wildlife areas will soon repopulate.

The debate in the North over government use of poisonous insecticides came to a head in the nation's first court case on this subject. Led by the famous naturalist, Robert Cushman Murphy, a group of Long Islanders tried to stop officials from spraying their property from the air to fight the gypsy moth. They claimed their vegetables had been ruined, that their cows were giving DDT-tainted milk. A federal judge ruled against them, asserting that DDT had caused no proved illness, had eliminated the harmful moth. The plaintiffs plan to appeal.



INSECTICIDE VICTIMS killed by ant poisons in Autauga County, Ala. are examined by conservation officers, include rabbits, songbirds, woodpeckers.

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CHOOOSABANANA!



Good taste is one good reason to choose a banana. Good nutrition is another. A banana gives you a well-rounded supply of vitamins and minerals. A banana also gives you an energy boost with wholesome natural-fruit sugars. And a banana is kind to a nervous stomach — helps “gentle” your digestion along. All this in a sweet and mellow treat that’s good for weight watchers, too: there are only 88 calories in a medium banana!

Help yourself—HAVABANANA!



Help yourself to a slender figure!
Help yourself to better digestion!
Help yourself to new vitality!



REMEMBER—a medium banana has only 88 calories.
According to the U. S. Dept. of Agriculture

Calorie low!* Vitality high! Bananas belong in your daily diet!



Weight-losing diets

A medium banana has only 88 calories — and sweet, mellow bananas are so satisfying!



Infant diets

Bananas are so digestible doctors prescribe them as one of baby's first solid foods!



Growing-up diets

Bananas provide vitamins and minerals, plus wholesome fruit sugars for energy.



Geriatric diets

Easy to fix, easy to chew, easy to digest, bananas are perfect for older folks.

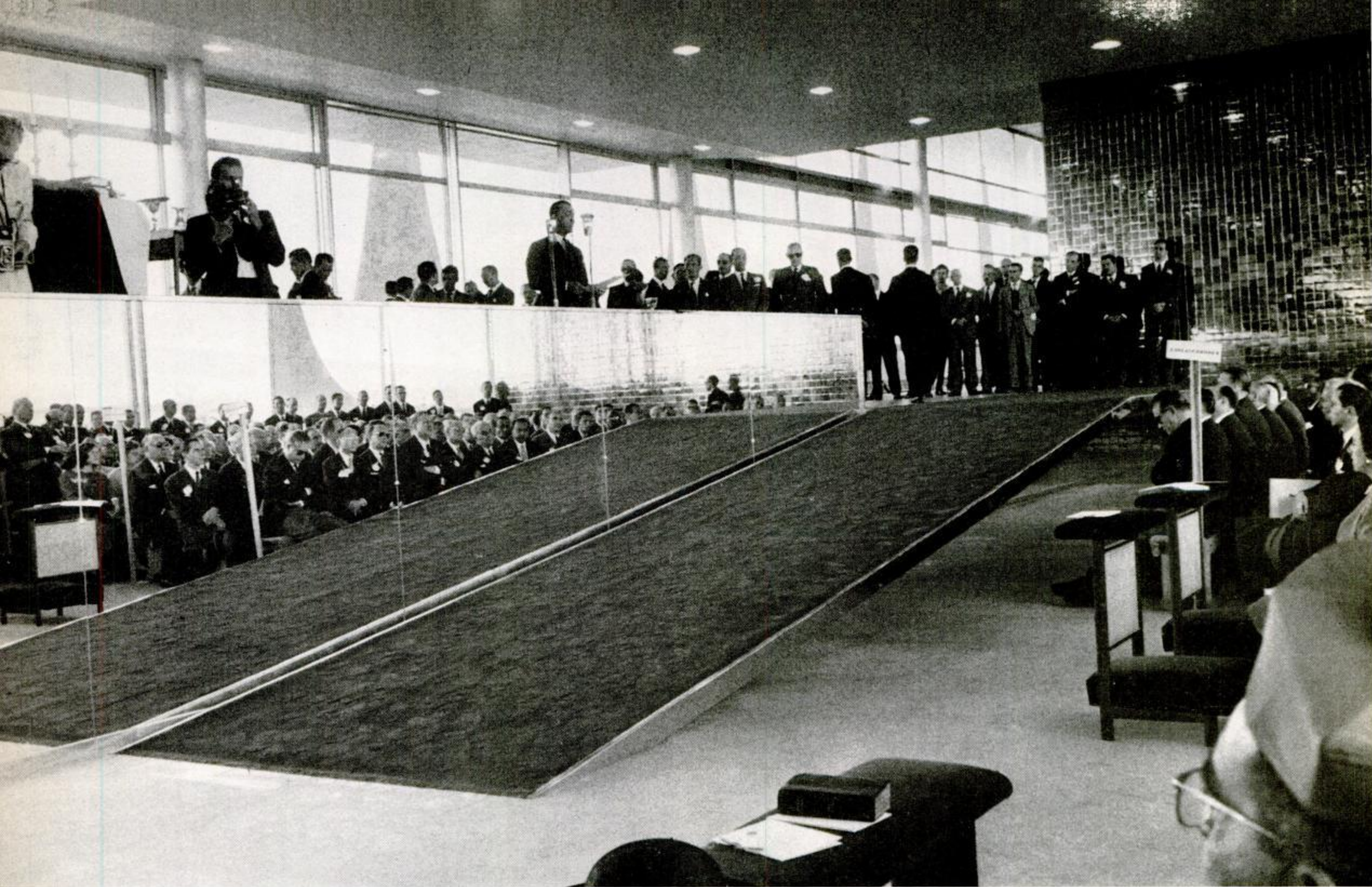


Vitality diets

Bananas are a wonderful-tasting way to get nutrition essentials you need for health!

* **Calorie low** — Fruits as a class are low in calories, and bananas are a particularly low-calorie food because they may be eaten straight from the peel with no high-calorie extras added.

UNITED FRUIT COMPANY



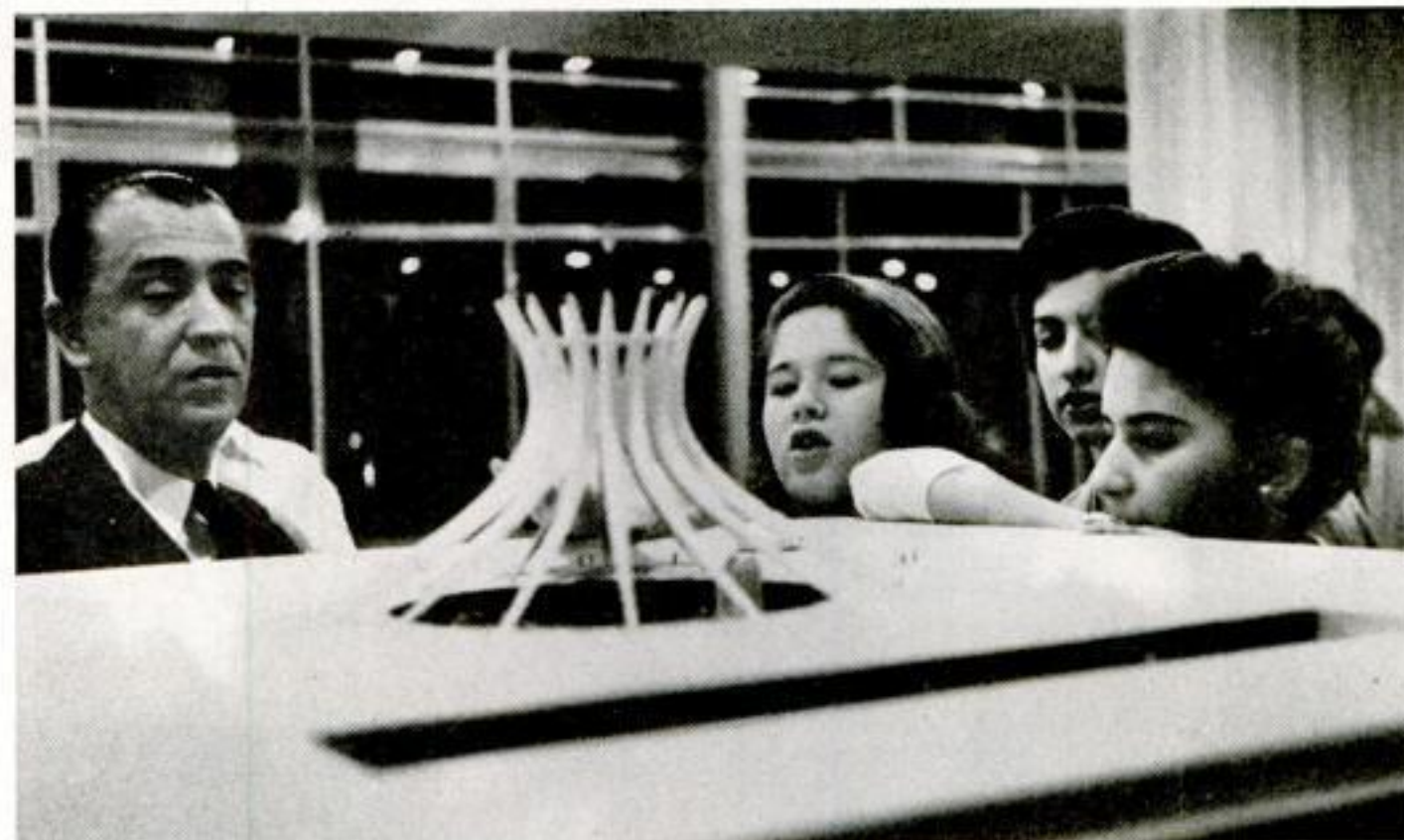
FROM A BALCONY WHOSE MIRRORED WALL REFLECTS AUDIENCE BELOW HIM, PRESIDENT KUBITSCHKEK MAKES DEDICATION SPEECH IN PRESIDENTIAL PALACE

CELEBRATION FOR DREAM CITY

Within a supermodern hall atop a remote plateau that was primeval wilderness two years ago, Brazil's president last week got even with critics who have long needled him for "Juscelino's Folly." President Juscelino Kubitschek de Oliveira was presiding at festivities formally dedicating Brasilia, the country's new national capital built from scratch.

The building of a new Brazilian capital has been an article of the constitution of the republic since 1891, when it was already apparent that Rio de Janeiro, crowded between sea and mountains, could not forever serve a nation with so vast a hinterland. Kubitschek was needled into promising fulfillment of the old dream by a voter's heckling in his 1955 election campaign.

Once committed, Kubitschek plunged into the project on a cost-be-damned basis. A national corporation, NOVACAP, was set up to do the job. A world-famous Brazilian architect, Oscar Niemeyer, was commissioned to design the first buildings, including the presidential palace. The first workmen and materials had to be airlifted while roads were abuilding to link the new city—590 miles from Rio—to the rest of the country. Last week the end of the job was still two years away, but a giant step had been taken toward opening up Brazil's rich, long-neglected interior.



FIRST FAMILY—Kubitschek, adopted daughter Maristela, wife Dona Sara, daughter Marcia—admires Niemeyer's model of the capital's future cathedral.

AT PRESIDENTIAL RESIDENCE CALLED "PALACE OF THE DAWN" LIGHT DRAMATICALLY EMPHASIZES COLUMNS DESIGNED BY NIEMEYER TO SUPPORT BUILDING



CONTINUED

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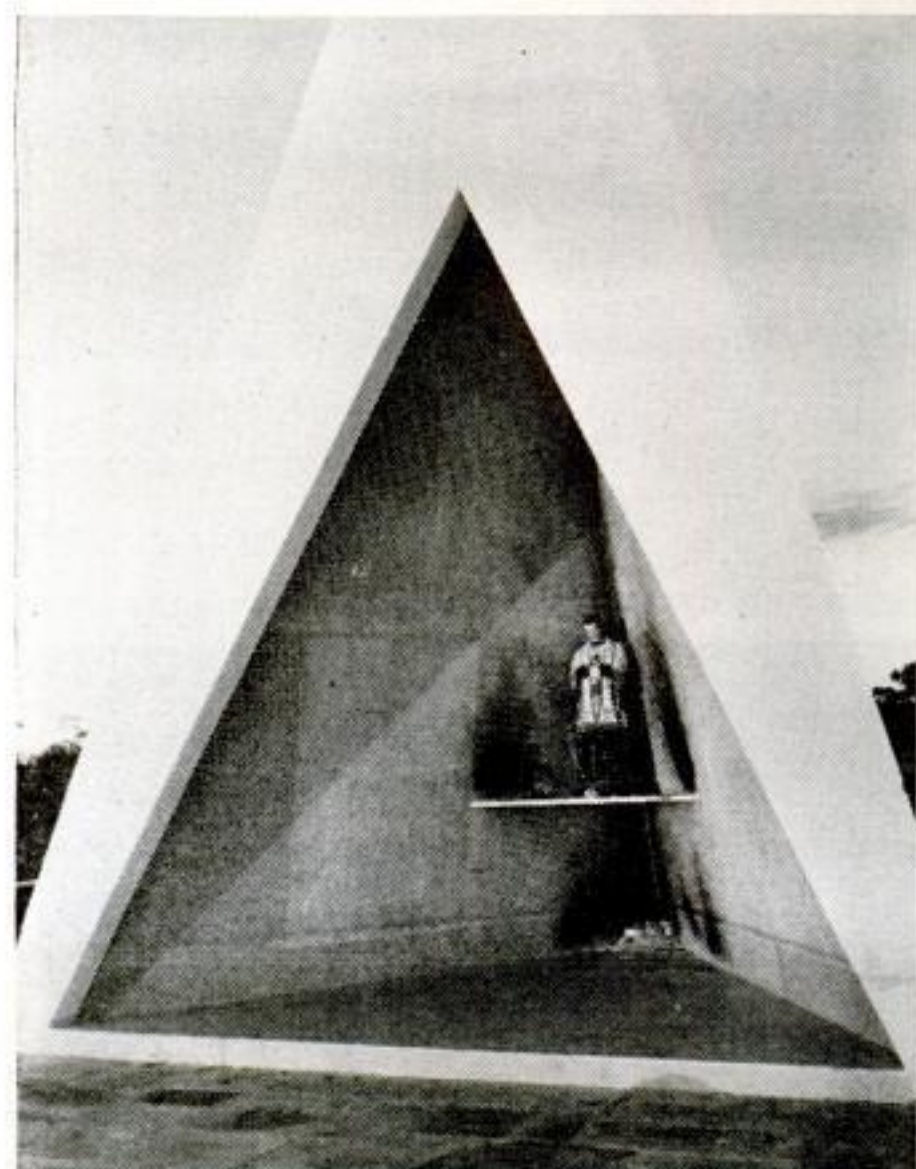


MADAME KUBITSCHKEK INSPECTS HOTEL KITCHEN

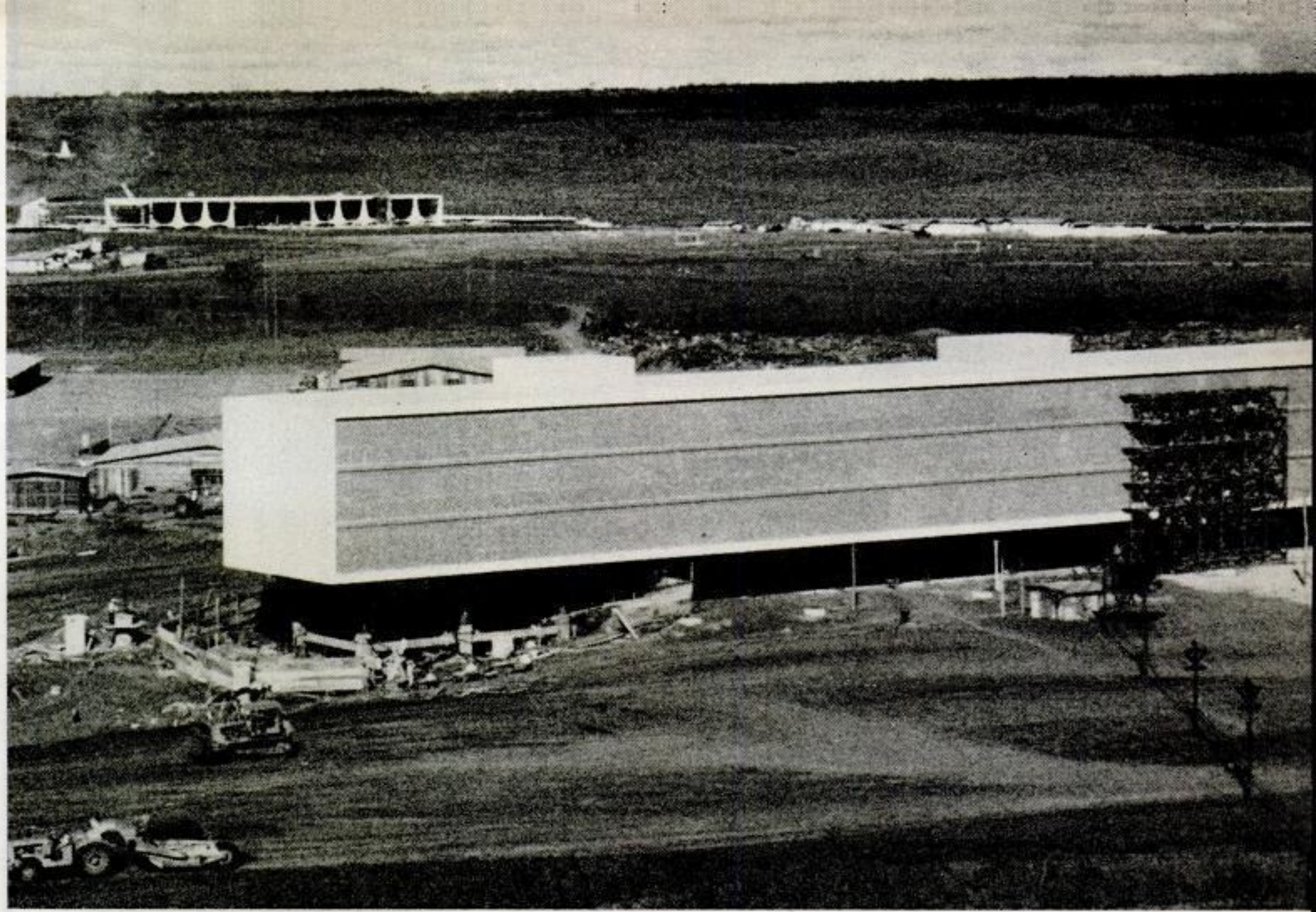
SHOW OF PRIDE, MUCH YET TO DO

The events of Brasilia's dedication tended to be more gay and sentimental than solemn. One new ambassador—from Portugal—chose the occasion to present his credentials, and there was a certain amount of ribbon cutting, especially to open a new 87-mile road to Anapolis. But otherwise it was fun: the christening of a baby, a wedding, dancing and feasting.

When it was over Kubitschek led his government and visiting foreign dignitaries back to business in Rio. Behind them they left 40,000 workers to get on with the monumental tasks of building government buildings, embassies, housing, streets, a vast artificial lake almost encircling the city. Nobody yet knows what the final cost will be—estimates range wildly from \$65 million to more than \$1 billion. Already erected was a shrine (*below*) to a 19th Century seer who long ago saw the vision of a "great civilization" in this very wilderness.



SHRINE TO A SEER is chapel dedicated to priest St. João Bosco who heard prophetic voice: "Promised land will arise and give forth milk and honey."



FAR-FLUNG LANDMARKS of city-to-be are the 130-suite hotel in foreground and presidential palace in distance. An artificial lake will be built next

to the hotel. Area around the palace will be landscaped park area with a golf club to the right. Main body of the city will be on this side of the hotel.



FESTIVE DINNER (*above*) for officials and visiting diplomats is staged in candlelit new Brasilia Palace Hotel. Hotel, palace are chief buildings finished.

A NATIVE DAUGHTER (*below*), Weberinger Maia, born to worker family in Brasilia, is held for christening by her godfather, President Kubitschek.

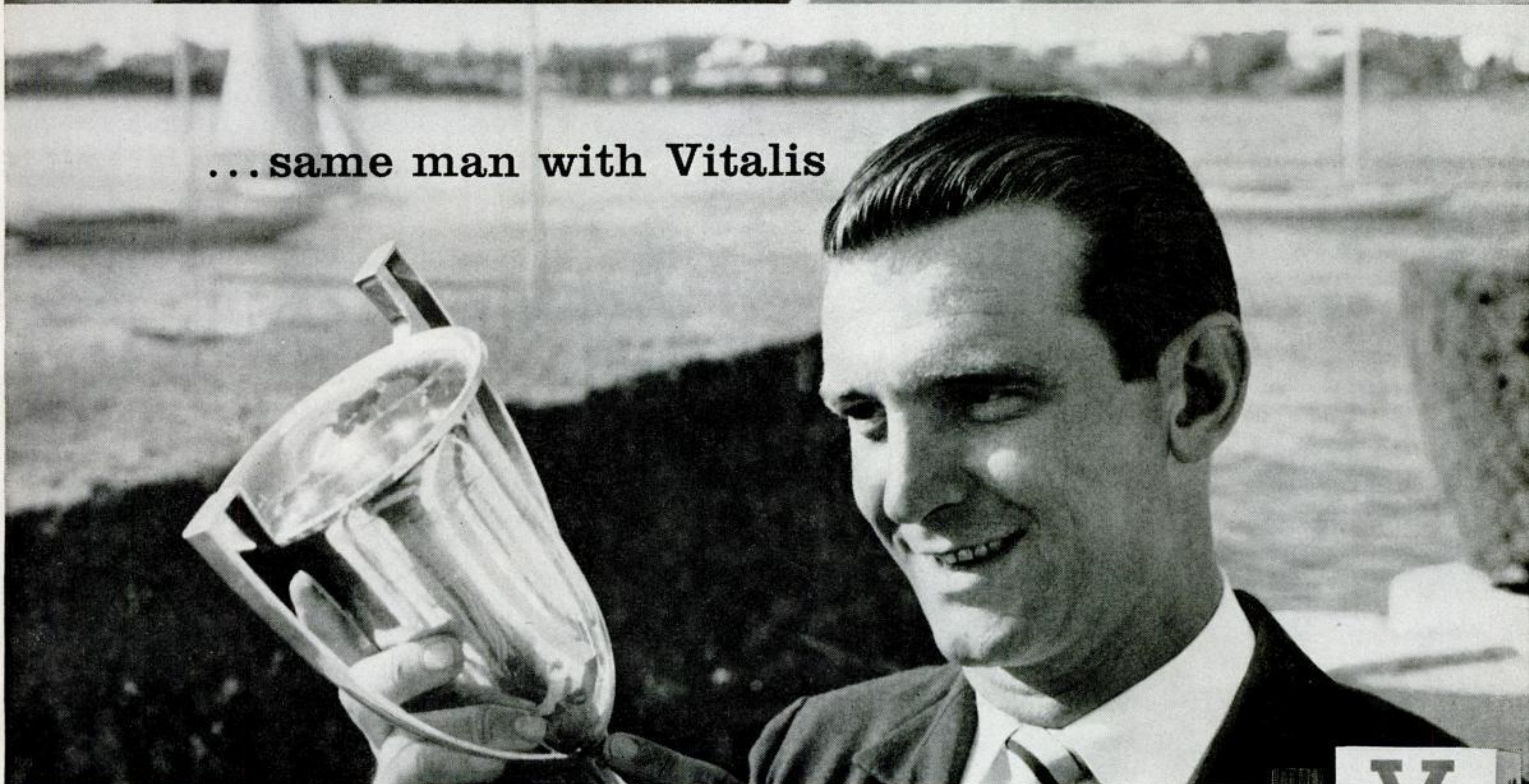


Sailor John Linnell

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BOOT BY A BRASH BROWNIE

In Toronto young Brownies of the Girl Guides, the Canadian girl scouts, stood in parade formation with full-fledged Guides. They were gathered to award the Gold Cord, the Girl Guides' highest honor, to a sister member, and Photographer Ron Laytner was there to record the event for the *Toronto Evening Telegram*.

He could hardly believe his eyes when he saw one little Brownie, tired of all the formality, lift a lanky leg and kick a senior Girl Guide. Moving in close, he waited. The foot lashed out again and he shot this picture, not sure which surprised him more—the Brownie's brashness or the seasoned Guide's unflinching poise.



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FUN ON A CAT-KETCH WITH COKE

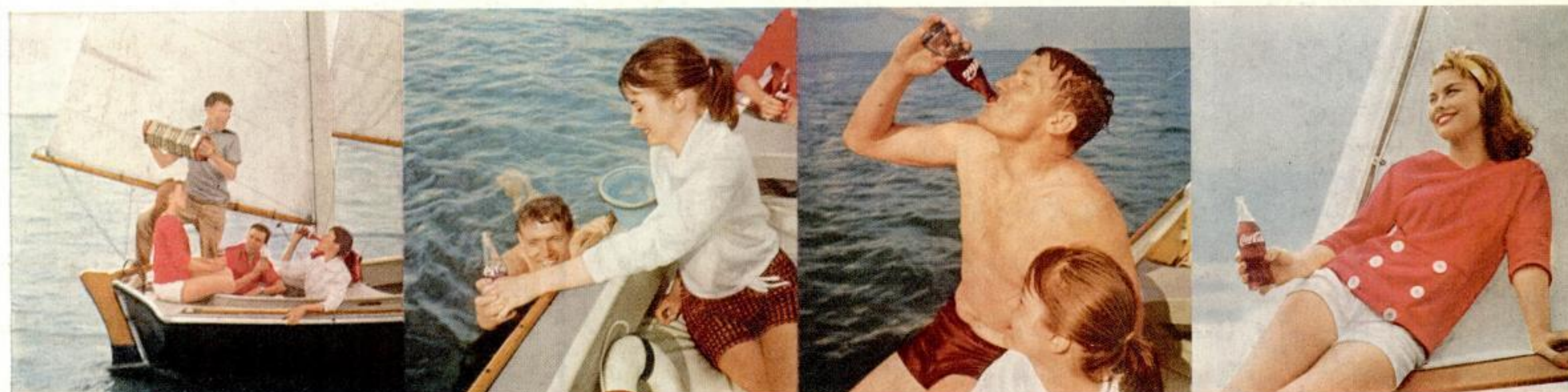
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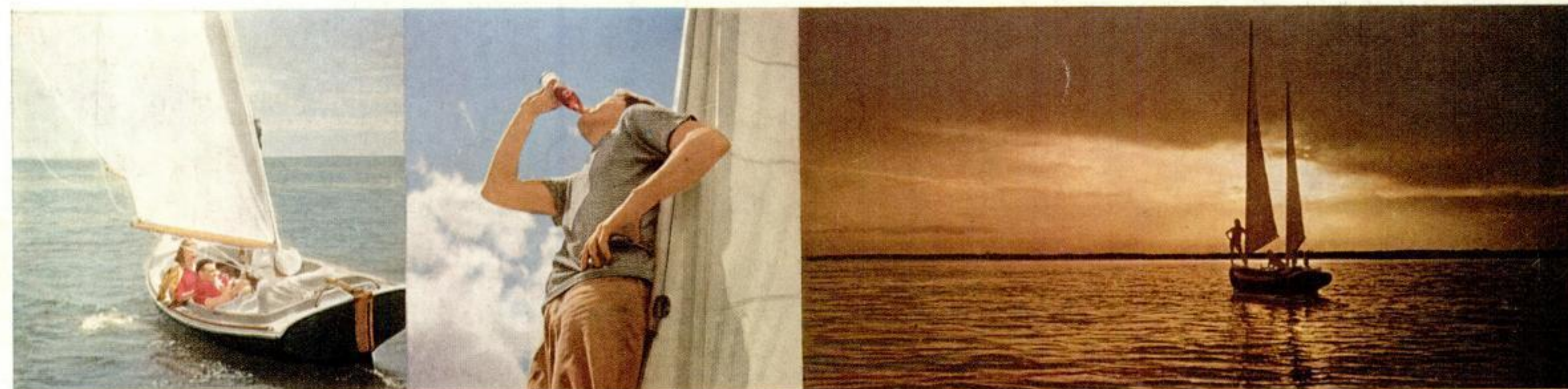
Your cargo's aboard and the skipper shoves off! The boat's a new cat-ketch. Fiber glass hull and masts.



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the whole crew agrees . . . sailing is lots more fun when the good taste of Coke is aboard.

SIGN OF GOOD TASTE



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